



Jelle Postma

Junior Marketer

I've freelanced for 4+ years, I've interned for 4 months, and I've worked for two brands for half a year. Now, it's time for the next step: My second full-time position! With me, you'll bring a passionate creator, strategist and analyst to the team.

I know my way around Content Marketing, Social Media Management and Community Building, and I'm always open to learning new skills.

For a more detailed description of my work experience, visit
www.socijel.com/portfolio

Capelle aan den IJssel,
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More about me:
socijel.com/aboutme

MARKETING SKILLS

Social Media Marketing,
Copywriting,
Content Marketing,
On-Page SEO
Branding
Community Management
Photo- & Video-editing

SOFTWARE

Hootsuite, Mangools, Search Console, Analytics, Facebook Ad Manager, Adobe Creative Suite, WordPress, Shopify, Asana, MS Office

LANGUAGES:

Dutch (Native)
English (Professional)
French (Basic)
German (Basic)

INTERESTS;

Traveling, Writing,
Photography, Media, Sports

PEOPLE DESCRIBE ME AS:

Curious, Generous,
Insightful, 'Mic-Drop person'

EXPERIENCE:

SociJel - Founder and Online Marketer (2017-now)

- Started Freelancing during my study to help entrepreneurs with their online brand and marketing strategy
- Built webpages, wrote blogs, and optimized content for readability and SEO
- Managed Social Media Profiles, created ads, wrote social media copy
- Created brand imagery and videos that were used for marketing purposes

Jarige Job Foundation - Marketing Intern (Jan 2018-May 2018)

- Created and scheduled textual and visual Social Media posts
- Designed, wrote and distributed promotional material
- Identified trends, came up with new content ideas and creative concepts
- Presented at stakeholder events

Liquor Zaar B.V. - Marketing Assistant (Sept 8 2020 - Feb 4 2021)

- Gave structure to our Marketing strategy by building strategy files, Content Calendars, and Analytics reports from scratch.
- Grew O.J. Beer from 407 to 718 IG Followers, 280 to 423 Twitter Followers in 5 months
- With Recoverite, I built strong relationships with the Blackburn Rovers and Adelaide United fanbases, resulting in a stronger brand identity and online store sales.

EDUCATION

Erasmus University Rotterdam - Bsc IB Communication and Media
(2016-2019) - Exchange at University of Calgary (Sept-Dec 2018)

Erasmus University Rotterdam - MA Media & Business
(2019-2020)

PERSONAL PROJECT

In 2021, I grew my Twitter profile to 1500+ followers, connected with other marketers, created and learned a lot, and doubled my website reach.
Want to find out how and why? **Go to socijel.com/personalbrand**