



JOEP SCHOT

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Digital communications specialist

Currently based in Amsterdam, NL

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WORK EXPERIENCE

Digital Communications Specialist

Rasile Group (corporate group) · Naarden, NL · February 2023 – present

Rasile Group comprises a wealth manager, thinktank, real estate developer, and heat pump supplier. At Rasile Group, I am responsible for the design and management of RasileGroup.com, Dasym.com, FreedomLab.com, Commongrounds.nl, Traviatastraat2.nl, NowhereArtSpace.com, DTech.nl, and HofstedeOud-Bussem.nl. Additionally, I write, edit and design content, co-manage the social media channels and assist in developing our brand strategies.

Digital Business Development Associate

FreedomLab (thinktank) · Amsterdam, NL · September 2020 – February 2023

FreedomLab assists public and private organizations with future-oriented research and consultancy within the realms of technology, politics and social studies. At FreedomLab, I designed and developed FreedomLab.com, coordinated the online editorial, managed the social media channels, conducted and edited six interviews for publication, and supervised three interns. The website hosted >47K sessions, >27K engaged sessions and >34K unique visitors within the first 24 months.

Digital Marketing & Social Media Assistant

Taschen (publisher) · London, UK · May 2018 – April 2020

Taschen produces luxury books spanning art, architecture, photography, graphic design, cinema, fashion and travel. At Taschen, I managed the social media channels, coordinated social media editorial with the books' chief editors, scaled up the follower base on Instagram from 215K to 310K, grew the commission-based affiliate marketing sales channel, supported the sales team during online sales, and assisted event managers during launch parties and book signings.

EDUCATION

Bachelor of Business Administration (BBA)

IE University · Segovia & Madrid, ES · September 2012 – July 2016

Undergraduate exchange program

University of British Columbia · Vancouver, CA · September 2015 – December 2015

SKILLS

Professional skills:

- Web design
- Web development (Webflow)
- Content creation
- Writing
- Editing
- Communication strategy
- Brand strategy
- Design strategy
- Digital publishing
- Social media management
- Email communication
- Paid digital marketing
- Project management
- Internal communication
- Mentorship

Technical skills:

- Webflow (advanced)
- Google Analytics (advanced)
- Adobe Photoshop (advanced)
- Adobe Lightroom (advanced)
- Mailchimp and Moosend (advanced)
- Microsoft Office 365 (advanced)
- Custom coding in HTML, CSS and JavaScript with AI support (intermediate)
- WordPress (intermediate)
- Adobe Illustrator (intermediate)
- Canva (intermediate)
- Figma (intermediate)
- Midjourney (intermediate)
- Google Ads (intermediate)
- Meta Ads Manager (intermediate)

Alongside my professional and technical skills, I am interested in the development of artificial intelligence, virtual reality and augmented reality.

LANGUAGES

English, Dutch · Full professional proficiency
Spanish (C1 certified), Italian · Advanced proficiency
Armenian, French · Conversational proficiency
German, Portuguese · Elementary proficiency

CAREER FOCUS

As a tech optimist, I am very enthusiastic about the opportunities that the digital age holds for us. While almost every sector is undergoing transformative changes, I find myself particularly captivated by the evolution of media and communication. My reasons are twofold. The first is the ever increasing global connectivity, which, despite its challenges, broadens our understanding of diverse worldviews. The second is the ever increasing availability of information and education, which fosters our personal development and improves societal wellbeing. For these reasons, I am confident that digital communications will be a meaningful and enjoyable career path for me.

THANK YOU

Thank you for your time and consideration. I look forward to the opportunity to discuss my qualifications further. If you would like to learn more about my portfolio, upcoming work, career plan and interests beyond work, please visit my website joepschot.xyz.