



JOEP SCHOT

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Digital communications specialist

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WORK EXPERIENCE

Digital Communications Specialist

Rasile Group (corporate group) · Naarden, the Netherlands · September 2020 – present

Rasile Group is a multidisciplinary company comprising a wealth manager, real estate developer, thinktank and heat pump supplier.

At the company, I am responsible for the design, development and ongoing management of seven websites: RasileGroup.com, Dasym.com, FreedomLab.com, DTech.nl, Commongrounds.nl, Traviatastraat2.nl and HofstedeOud-Bussem.nl.

In addition, I write, edit, design and publish digital content, co-manage the social media channels and support the development and execution of brand strategies.

Digital Marketing & Social Media Assistant

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

Taschen produces luxury books spanning art, architecture, design, photography, cinema and travel.

During my tenure, I ran the day-to-day operation of the company's social media channels, worked closely with the books' chief editors on social media content and grew the audience across platforms, including increasing the Instagram following from 215,000 to 310,000.

I also expanded the commission-based affiliate marketing sales channel, supported the sales team during online campaigns and assisted event managers with launch parties and book signings.

EDUCATION

Bachelor of Business Administration (BBA)

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

Undergraduate exchange program with a focus on film studies and marketing

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

SKILLS

Professional skills:

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

Advanced technical skills:

- Webflow
- Google Analytics
- Adobe Photoshop
- Adobe Lightroom
- Moosend
- Mailchimp
- Canva
- Microsoft 365
- Google Workspace

Intermediate technical skills:

- Custom coding in HTML, CSS and JavaScript
- Relume
- WordPress
- Adobe Illustrator
- Adobe Premiere Pro
- Figma
- Zapier
- Google Ads
- Meta Ads Manager

AI tools I use for research, ideation and content optimization:

- ChatGPT
- Google Gemini

LANGUAGES

- Full professional proficiency:** English, Dutch
- Advanced proficiency:** Spanish (C1 certified), Italian
- Conversational proficiency:** Armenian, French
- Elementary proficiency:** German

CAREER PLAN

In the coming years, I aim to deepen my expertise by working on diverse projects for multiple brands, advancing my technical skills, expanding my network and keeping up with industry trends. My long-term aspiration is to take on a senior role within a large and well-respected organization. In this role, I envision mentoring junior and medior professionals, and achieving organizational goals that contribute to societal well-being and progress.

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 and interests beyond work, please visit my website: joepschot.xyz.