



FREDERIEKE SAUER

COMMUNICATION SPECIALIST

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PROFILE

Made in Holland (30.09.1991)

Currently biking from NL to ESP

Energetic • Sincere • Organized

Passion for the sustainable, creative and food industry. Love storytelling.

SKILLS

Project management • Content strategy • Problem solving

English



Dutch



Spanish - work in progress! -



German



MS office, Adobe, WordPress



WORK EXPERIENCE

Jun. 2017 - Sept. 2017
COMMUNICATION CONSULTANT
Tijm (Utrecht)

Creation of the entire communication strategy from scratch. Including the setup of goals, values, tone of voice and communication channels. Also included copywriting and timeline management.

Aug. 2016 - Nov. 2016
LEAD CONTENT MANAGER
HelloFresh Benelux (Amsterdam)

Responsible for all content creation of the Benelux. Including managing: a team of 4 content managers, a webcare team, the content strategy & all communication channels and being project manager of large scale projects (events, video, development & expansion).

Oct. 2014 - Jul. 2016
CONTENT MANAGER
HelloFresh Benelux (Amsterdam)

Responsible for the creation of all Dutch content. Including copywriting, social media management, setting up a webcare team and event management support.

Feb. 2013 - March. 2014
COMMUNICATION & MEDIA ASSISTANT (previously intern)
Design Studio Labyrinth (Barcelona)

Responsible for the creation of content for several communication channels such as newsletters, blog posts, social media and PR outings. Alongside assisting on several projects regarding external communication.

EDUCATION

Jan. 2016 - Mar. 2016
CERTIFICATE CREATIVE WRITING FOR COPYWRITERS
Bureau Zuijdgeest Beter Schrijven, the Netherlands

Sept. 2010 - Aug. 2014
BACHELOR INTERNATIONAL COMMUNICATION & MEDIA
Hogeschool Utrecht, the Netherlands

Sept. 2012 - Feb. 2013
MINOR COMMUNICATION & AUDIO VISUAL DESIGN
Universitat Autònoma Barcelona, Spain

INTERESTS AND HOBBIES

TRAVELLING South America / U.S.A / Australia / Asia / Europe
SPORTS Biking / Sailing / MMA / Yoga
VOLUNTEERING Reading to children / Sailing club / Music festival
FOOD Anything healthy / Anything sweet