

Jessica Scheper

A passionate content writer with more than 8 years of experience in online communication; copywriting, SEO, editing, blogging, translation, and social media management.

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EXPERIENCE

Freelance Copywriter & Owner of Soul Surf 'n Yoga

JAN 2014 - PRESENT

Writing inspiring SEO-friendly articles, ebooks and blogs (in English and in Dutch).

Clients include: momondo, Specsavers, wikiHow, FlyGRN, RemoteOne, JoinMarketing, VitaalGezond, FLXBL Yoga, and Travel South USA.

Owner of soulsurfnyoga.com: surf retreats for women & lifestyle blog. For examples of my work, please visit www.soulsurfnyoga.com/copywriting.

EEN Utrecht — *Communication Professional*

MARCH 2012 - JAN 2014

Developed and implemented (online) communication strategy, managed multimedia communication, and coordinated a team of 40 editors. Set up highly successful partnership with Unilever, which increased our organic reach by 4000%.

Xookazine.nl, The Hague — *Executive Editor*

FEB 2011 - APRIL 2012

Co-founded the biggest board sports magazine for women in the Netherlands: Xookazine.nl. Developed and implemented content management strategy, wrote blog posts, and coordinated a team of 12 voluntary editors.

EDUCATION

University of Amsterdam — *MSc Political Science*

2008 - 2010

Graduated With Distinction. Specialisation: International Relations.

University of Leiden — *BA Latin American Studies*

MONTH 2004 - MONTH 2008

Internship at the Dutch Consulate-General in Barcelona, Spain.

SKILLS

Mac OS X

Microsoft Office

Adobe Photoshop

Wordpress

LANGUAGES

Dutch (native),

English (excellent)

Spanish (good)