



Menno Vlietman

Content Specialist

G'day 🇺🇸 I'm Menno Vlietman, a content specialist with a flair for service and innovation. I'm a jack of all trades, but also a master of some. I have a diverse set of skills and experience that I've acquired through my adventurous and curious journey. From creating engaging and innovative content for various platforms and audiences, to delivering top-notch service in hospitality, I've always been passionate about learning new things and expanding my horizons.

Contact

Phone

0493 720 582

Email

hello@mennovlietman.com

Suburb

Maylands 6051

Education

2022

Post-BA content marketing

Beekestijn Business School

2020

BBA - business administration

tio Business School

Expertise

- Content Marketing & Strategy
- Digital Marketing
- Editorial
- Marketing Automation
- Social Media Marketing
- Process Flows

Portfolio

My website portfolio is still under construction, but you can have a sneak peek at my [Behance](#) page in the meantime.

Marketing experience

2022 - 2023

prospex | Amsterdam, the Netherlands

Content Coordinator & Strategist

- Coordinated the content creation team and ensured the quality, relevance, and tone of voice of the content for top clients like Siemens, HPE, PostNL, and Triple
- Developed and implemented content strategies, provided art direction, and proofread and edited content for various types of media and platforms
- Participated in the successful rebranding of the agency (new look & website)
- Helped other departments with improving their processes with the help of content, saving them weeks of work on a yearly basis and receiving appreciation and recognition from them

2021 - 2022

Infradax | Amersfoort, the Netherlands

Content marketer

- Created blog posts, social media content, newsletters, and e-books based on research and brand tone of voice
- Managed email campaigns and tracked their success using metrics like open rates and click-through rates through Zapier and Spotler.
- Created content using Adobe tools like Photoshop, Illustrator, and Premiere Pro. Also, used Slidebuilder (PowerPoint plugin) to create decks and drag & drop slides.
- Planned and held physical events to connect with partners, generating more sustainable sales for the company

2019 - 2021

Menno Vlietman | Amsterdam

Freelance (content) marketer

Throughout my two years I grew to be:

- A content marketer who creates relevant and engaging content for audiences based on their motivations and problems;
- A versatile and adventurous freelancer who can handle any project, big or small, and has worked on over 50 projects with clients from different industries and niches; and
- A storyteller and partner who can bring any story to life and share it with the world, and has received positive feedback and recognition from his clients and audience for delivering high-quality and timely content

Reference

Maureen Overbeek Bloem

Recruiter, prospex

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Geert-Jan Veenstra

Marketing Director, Infradax

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Education cont.

2019

Exchange student

University of Alicante, Spain

2013 - 2016

Leisure & Hospitality Associate

Nova College

Hobbies

- Travel
- Calisthenics
- Dancing
- Writing
- Hiking
- Scuba Diving

Language

Dutch (native)

English (fluent)

Spanish (basic)

Other experience

2018 - 2021

Temper | Amsterdam, The Netherlands

All-Round Freelancer

- Freelancing through platform 'Temper' and provided services in hospitality, catering, facility, cleaning, logistics, and retail
- Worked with a variety of clients, such as Xenos, Flower Unlimited, Budbee, AMOBA, Riviera Maison, and Bastion Hotel who all gave positive feedback and ratings
- Improved skills and expanded professional network by meeting new people and learning about different industries, and developed adaptability and resilience by facing new challenges and opportunities in constantly changing environments and client demands

2015 - 2018

Doen Hospitality Agency | Amsterdam, The Netherlands

All-Round Hospitality Worker

I was a multi-skilled hospitality worker who attended various events and performed different tasks, such as waiting, serving, assisting, and bartending. I enjoyed being social and adaptable in the dynamic hospitality industry.

2014 - 2015

The Sting | Amstelveen, The Netherlands

Clothing Store Clerk

Helped customers find and fit clothes, handled cash and card transactions, and maintained the store's appearance and inventory.

2011 - 2012

The Sales Unit | Amsterdam, The Netherlands

Sales Clerk

Sold lottery tickets for the Bank Giro Loterij (Vriendenloterij), the Dutch main sponsor of culture and art, and once earned a commission as high as 700 euros in one day!

2008 - 2011

Various grocery stores | Amsterdam, The Netherlands

Grocery Store Worker

Worked in different stores and departments, such as cashier, stocker, baker, and deli, and provided customer service, product quality, and store cleanliness.



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Certifications

2021

Writing corporate plain Dutch

Loo van Eck

2020 & 2021

Various marketing credentials

LinkedIn Learning

Get to know me



in/mennovlietman



@mennovlietman



mennovlietman.com

Internships

2019 - 2020

Saburbia | Amsterdam, The Netherlands

Final Thesis

2018

Yanapuma | Quito, Ecuador

Business Intelligence

2017

Dolphin Academy | Curacao

Marketing & Sales

Despite the absence of a budget, I independently produced a documentary that chronicles the park's history. Remarkably, it continues to be screened four times daily in their theatre. To me, this outcome is a significant achievement.

2014 & 2015

Planet Contra | Amsterdam, The Netherlands

Chief web & events

Within my second week, I was not only promoted to head intern but also received an offer to serve as Chief of Web & Events on the board. This position was an ongoing volunteer role, rather than an internship.

2012

Autodealers.nl | Amsterdam, The Netherlands

Customer Service

2011

The College Hotel | Amsterdam, The Netherlands

Exploratory internship

Volunteering

2013

International Activity | Galapagos Islands, Ecuador

English & Sports Teacher

As an English and sports instructor at a public elementary school on San Cristóbal Island, I had the privilege of sharing my passions with the bright young minds of tomorrow. Their resilience and curiosity were truly inspiring, and their love and joy left an indelible mark on my heart. This was a life-changing experience that I will forever cherish.