

Thomas Siegers

COPYWRITER

Profile

Punctual but easy-going copywriter with over six years of copywriting experience. Specialising in direct-response, creative and social media copywriting.

- Writes in both Dutch and English.
- Experienced with most CMSs'.
- Has written for companies like Polestar, Catawiki and Gasunie.

Skills

- Copywriting
- Transcreation
- B2B/B2C communication
- Marketing
- Project management

Languages

Dutch - Native

English - Fluent

Contact

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Relevant work experience

FREELANCE COPYWRITER | THOMAS COPYWRITING 2018-2024

- Focus on direct-response, creative and social media copywriting.
- Wrote copy in many forms — from ads to video scripts.
- Wrote subject lines for a financial company that increased their open rates by 8% on average.
- Wrote cold emails for a lead generation firm, resulting in an increased average response-rate of 3%.

IN-HOUSE COPYWRITER | NOORDERPOORT 2021-2022

- Focus on retargeting of alumnus and improving the customer journey.
- Created several successful Google ad campaigns which increased traffic and improved the conversion rate.
- Wrote copy for their website, including all PDPs.

IN-HOUSE COPYWRITER | TINKA 2020-2021

- Focus on creating communication materials, both promotional and informative.
- Developed a tone of voice guide that helped improve brand perception and increased customer response rate.
- Wrote copy for their website, app (100k+ downloads), promotional materials, social media, mailings and blogs.
- Other responsibilities included analysing data sources like Google Analytics, as well as conducting a/b-tests.

SOCIAL MEDIA MANAGER | HANZE 2018-2020

- Focus on creating content for their social media channels.
- Other responsibilities included replying to student's questions through webcare and giving social media training to teachers.

Education

OXFORD DIGITAL MARKETING | SAÏD BUSINESS SCHOOL & UNIVERSITY OF OXFORD 2021-2021

- Marketing psychology, value creation, the future of marketing.
- Certificate acquired in 2021.

B.A. INTERNATIONAL COMMUNICATION | HANZE 2014-2019

- Major in business communication.
- Minor in copywriting and corporate communication.
- Graduated in 2019.

HAVO | ALFA COLLEGE 2003-2008

- Profile: economy and society.
- Graduated in 2008.