

Frederik

EXPERIENCE

Communications Consultant — *Ariad*

July 2024 – current

Staffed at VDAB, Corporate Communications:

- * Editing & editorial direction
- * Content strategy (print)
- * Copywriting
- * Co-production of podcasts and video testimonials
- * Events

Content Strategist — *iO*

January 2023 – November 2023

- * Strategic communications
- * Social media and online campaign concepts
- * Content strategy
- * Copywriting

Internal Communications Manager — *AE*

January 2018 - September 2022

- * Strategic communication plan
- * Management of platforms & campaigns
- * Press campaigns
- * Team coaching
- * Copywriting & editing for digital and print
- * Organisation of AE Hackathon, AE Training Days & others events
- * Great Place To Work campaign

Marketing & Communications Officer — *AE*

September 2015 - December 2017

- * Company blog and magazine editor
- * Internal & external content marketing
- * Copywriting and social media
- * Events and campaigns (online, offline)
- * Part of the Soft Skills, Hackathon and Great Place To Work core teams

SKILLS

Communication
Content Marketing
Copywriting
Editing
Branding
Project management
Crisis communication
Social media
Events

LANGUAGES

Dutch: native
English: fluent
French: conversational

Digital Content Strategist — Cypres

November2013 - January2015

- * Setting up and executing digital content strategies
- * Responsible for internal communications
- * Presentation of events and workshops

Digital Communications Specialist — EURid

June2011 - October2013

- * Responsible for EURid's online presence, including a public website in 24 languages
- * Creating content for various channels
- * Setting up and executing a social media strategy

Staff Member Week van de Smaak — Faro

April2010 - March2011

- * Managing projects conceived on behalf of the European Commission
- * Editing, copywriting, content management, social media strategy
- * Support for press events

Content Coordinator Digital Media — VMMA

January2008 - March2010

- * Part of the team responsible for vtm.be
- * Creation of online cooking portal (now vtmkoken.be)
- * Camera interviews, copywriting, social media

EDUCATION

German Philology: Dutch-English — KU Leuven

2001 - 2005

Master's degree, graduated cum laude.

CREATIVE PROJECTS

Creative Writing — Self-employed

2015 - present

Writing fiction, prose, poetry and journalism. Published work includes the novels *Hij komt terug* (Vrijdag, 2024) and *Wachtkamer* (Pelckmans, 2025), and the graphic novels *De Walvis* (Oogachtend, 2019) and *Meisjes van Medusa* (Standaard Uitgeverij, 2023) and articles for *Stripgids*.

Editor in Chief — Broken Frontier

2002 - 2017

- * Site founder, leading an international team of writers and editors

- * Copywriting, interviews, social media content
- * Digital strategy and content strategy, planning, networking
- * Creation of the first digital comics magazine for iPad
- * Crowdfunding

Site owned by Platinum Studios between 2006–2007, full-time remote position.