



# PORTFOLIO

Her-writing

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## Introduction: my vision & approach

*"Through ownership, you give the very best to your service or product."* This is the vision behind everything I write.

Welcome to my portfolio. As a copywriter and content strategist, I believe that the best copy is born out of collaboration. I do not just work for you; I work with you. By combining your expertise with my writing style and creativity, we work together to achieve the perfect final product, always keeping your unique vision at the center.

### **What you can expect from me:**

- **Creativity with impact:** Standout writing, powerful wordplay, and innovative concepts that surprise and engage your audience.
- **Quality and reliability:** Well-thought-out, honest copy delivered promptly and professionally.
- **A clear, flexible approach:** Short communication lines, direct processing of your feedback, and a proactive mindset to translate your ideas flawlessly into text.

In this document, you will find a curated selection of my work. Every piece reflects my love for language, rhythm, and strategic storytelling. I look forward to elevating your content together.

## Example copywriting *Tele2 Campaign*



Have you always wanted to call your best friends for free? Or just stream your favorite movies and series at a great, low price? Then we have the perfect offer for you! At Tele2, you can now take advantage of an amazing deal until Friday, May 26th: sign up for a unique group subscription with your

friends for just 35 euros per month and receive a free Samsung S21! So fly over to your nearest Tele2 store as fast as you can, or check our website for all personal terms and conditions.

Always connected with your best friends, even when you are just staring at your phone.

Who wouldn't want that?

### Target Audience Description

*The advertisement is intended for groups of friends of up to eight people between the ages of eighteen and twenty-five. The target audience should have an affinity with social media and own a smartphone.*

### Example copywriting *Gucci/Douglas Campaign*



At Douglas, you can enjoy high discounts of up to 30% on all Gucci Guilty fragrances until Sunday, May 28th.

Awaken your inner beast with this  
irresistible fragrance by Gucci.

Leave your signature in every  
room with its seductive aroma.

Women will crave the masculinity  
you radiate.

With Gucci Guilty, you will wrap  
every 'femme' around your finger.

Gucci Guilty Pour Homme. For  
real men who want to show  
themselves with pride.

You are a seducer, you are a  
womanizer, you are Gucci Guilty.

Treat yourself to this daring gift.  
What are you waiting for?

### Target Audience Description

*The target audience for this advertisement consists of men between the ages of twenty-five and forty. These are men who highly value a well-groomed appearance and dedicate a lot of attention to their grooming routine and how they come across to others. Given that the advertisement features a man with a woman who 'adores' him, it will most likely appeal to heterosexual men the most. The target audience identifies themselves as; tough, masculine, and well-groomed/vain.*

## Example cover letter Colruyt Group

Colruyt Group

Name / Department

Address + number

Postal code + City/Town

\*\*\*, June 14, 2013

*Subject: job vacancy for 'Dutch Copywriter / Content Writer'*

Dear Sir/Madam,

While reading the job description for 'Dutch Copywriter', I felt a growing sense of enthusiasm. Upon subsequently reading a profile description that seamlessly matches my skills, I would like to formally express my strong interest in this position.

As a writer within journalism, I am always seeking new challenges. My ideas are limitless, and I am highly motivated to broaden my current horizons. I am someone who thrives on continuous self-development, and I am convinced that I can realize this potential within your company.

My expertise lies in writing creative copy and designing folders, brochures, and advertisements. I have earned my degree in Communication and speak fluent Dutch, French, and English. As a result, translating texts is a seamless task for me. Furthermore, reviewing and processing briefings, proofreading and following up on printer's proofs, and maintaining both internal and external contacts come naturally to me.

I gladly take on challenges, as I consider them a vital aspect of a vibrant work environment.

Therefore, diversity and variety in tasks are music to my ears.

My background in education as a teacher, where I also took on responsibilities as the head of the examination board and head of a curriculum group, combined with my experience as a journalist and copywriter, demonstrates my enthusiasm and confirms my creativity, flexibility, adaptability, and empathy.

I look forward to embarking on a new adventure where I can take on team leadership responsibilities. With my enthusiasm and passion for my work, I expect to inspire others and contribute to a positive working environment.

I would welcome the opportunity to discuss my motivation and qualifications further during an interview.

Yours faithfully,

\*\*\* \*\*

Attachment: Curriculum Vitae

# Teacher of Behavioral Sciences



College of Education, Sports & Welfare

## About us

**We are a young and dynamic team within the 'Social Worker' program. Our program is part of the ROC van Twente organization, where we contribute to the future of our students. As a Social Worker, it is essential to have knowledge of the diverse contexts in which people require support or guidance to actively participate in society. This includes areas such as physical health, housing, social relationships, employment and activity, finances, mental health, and purpose in life.**

## What we are looking for

We are looking for a teacher of pedagogical sciences to prepare students for the 'Social Worker' profession. You know how to motivate, inspire, and stimulate students. You possess the knowledge and skills to prepare specialized lessons and transfer this knowledge effectively to the target audience. You can bridge the gap between theory and professional practice, and you will guide your students in both their professional and personal careers.

## What you bring

- You hold a completed bachelor's degree (HBO) relevant to the field of education.
- You can plan and execute lessons and tasks efficiently and on time.
- You have strong communication skills for interacting with students and colleagues.
- You have a passion for pedagogical sciences and know how to transfer this to students.
- You are creative and know how to apply this to the development of lessons and tests.
- Having a teaching qualification is a plus.

### **Before you start**

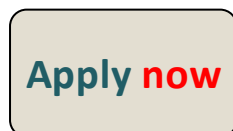
- A Certificate of Conduct (VOG) must be requested prior to employment.
- Salary scale: in accordance with the CAO – salary scale LB.
- Salary indication: €3,331 – €4,930.
- Location: Almelo.
- Full-time equivalent (FTE): 0.8 – 1.0 FTE.
- Start date: October 1, 2023.
- Employment conditions can be found at the bottom of this vacancy.
- Closing date: August 18, 2023.
- Job interviews will take place on Tuesday, August 29.

### **Contact and Apply**

**For questions, you can reach us via email: [xxxx@rocvantwente.nl](mailto:xxxx@rocvantwente.nl)**

**Or apply directly via the button below.**

**Do not forget to attach your CV and cover letter.**



Example job advertisement *Bijenkorf*



Bijenkorf Maastricht

*Sponsored*

Store Manager

**Selfridges Group Limited is looking for a Store Manager who can take our vision to the next level.**



### **Wanted: Store Manager Bijenkorf**

You are: charismatic, an experienced manager, inspiring, sales- and result-oriented.

We offer: competitive salary, a discount card, diverse development opportunities.

MAASTRICHT



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## Storytelling & Poetry

### **I Believe in a Lot of Love**

“When I grow up, I want to be a teacher!”

I used to say this as a little girl. It made sense, given that both of my parents worked in education.

That girl from back then was completely unaware of the future, and of the meaning she would later give to the word 'teacher'.

The theme we are focusing on today is 'faith and a lot of love'. A playful twist on this phrase represents the common thread in my journey toward teaching: "I believe in a lot of love." A playful twist, but with a deeper meaning to me. I enjoy playing with language. It offers freedom, playfulness and opportunities to look beyond the lines.

That is also how I look at life and my work as a teacher: guard your boundaries, but dare to color outside the lines sometimes. Show that you are free to be who you want to be, and above all, do so with a lot of love.

My love started early on with the little things in life. Animals, flowers, plants, nature showed me that love was unconditional. Unconditionality is something fragile; it exposes you and it can touch you. But it is precisely that vulnerability that makes unconditional love the most precious gift you can give to someone. In life, you are always given a choice.

And so, I have regularly faced the choice to 'give up or keep going'. Every time you choose to keep going, life shows you the lesson you have learned. And every time life gave me another lesson, it offered me the light to see how beautiful life can be.

### **I Radiate Light Again**

*Dark clouds gather  
Something that was once so bright,  
as if it never existed.  
I look out the window*

*A raindrop catches my attention  
Slowly making its way down.  
Refusing to be stopped  
Blending in with the rest  
Letting go and accepting.*

*Beautiful, I think  
While noticing the same happening to me  
Slowly,  
from my cheek to my chin  
staring at the sky.*

*Through the clouds, very gently  
A ray of sunshine appears  
Without any rush, it warms the earth*

*How extraordinary life is  
I think,  
with a smile on my face*

*By a divine miracle  
Like snow in the sun,  
I radiate light again.*

Playing with language and finding the symbolism behind words is something that has always intrigued me. I felt a lot when I was younger, but I found it difficult to process. Anger, sadness, loneliness. I was bullied in both primary and secondary school. My hope for love ebbed away, and insecurity grew. As I reached adolescence, insecurity turned into silence, and fear became anger. Hope and love were forgotten. As a 12-year-old girl, you don't think about this, but if I had to draw a life lesson from it as an adult, I would say: you cannot run away from the problems in your life, because they will keep chasing you unless you dare to look them straight in the eye. From that point on, it took me more than 16 years to realize this.

The realization that insecurity and fear do not disappear when you run away, but only make room for something else once you discover the love within yourself. I wrote the following about this a while ago:

### **I Know Something You Don't Know**

*Maybe it's supposed to be this way*

*I don't know.*

*The days go by as if nothing is wrong*

*I am still that girl.*

*Love overflows and leaves me drowning.*

*Think, don't think, I let it consume me.*

*Deep inside, there is something.*

*I don't know what it is, silence.*

*Silence, or a storm, I only see a glass of water.*

*Thirsty for something that lies deep inside.*

*Maybe it's supposed to be this way.*

*I don't know.*

*So many days where something is going on.*

*I still see her, that girl.*

*I want to give her the love that flows inside me.*

*Love, without thinking about it, I want to connect her with me.*

*Deep inside, that's where she is.*

*And I know exactly who she is.*

In the years that followed, I learned more and more that love for yourself, love for your inner child, is the foundation for creating faith and a lot of love.

When I look at the work I do now, I see this foundation reflected in the connection with my students. I teach at a vocational college (mbo) and guide young adults within the social work program. It is a program with many students who carry, as we call it, a 'backpack'. Emotional and psychological issues, problems at home, financial struggles, addictions. It touches me, but at the same time, it brings a lot of recognition.

I entered this professional field with the exact same mindset as many of my students: "I know what it's like not to get the help I needed when I was younger, so I want to be that help for my students." A quote that is central to me in this regard is one I learned during my teacher training in behavioral sciences: *"preserve what is good, add what is necessary, let go of what no longer fits."*

It took me five years to finish secondary school; I dropped to a lower level, repeated a year, and eventually passed my vmbo-tl exams by the skin of my teeth before heading to vocational college. Through vocational education, I discovered my passion for working with youth. My life story and the desire to make a difference for young people, so that they can make their own choices in their own time, under the right guidance, ultimately contributed to my choice for education. Seeing students develop into the person and professional they want to be, and being allowed to be a part of that, is what gives me positive energy. Being a common thread in their personal and professional development is why I stand in front of the classroom with joy.

I am an enthusiastic teacher with an eye for the other person. Building and maintaining interpersonal relationships with my students is something I hold in high regard. Collaborating with the student based on their own knowledge and trust in themselves and each other is where I draw my strength. Out of authenticity, I learned to step out of my comfort zone, and this has shaped me into the person I am today. From this foundation, I work for and with my students.

I put the student first and walk the path together with them, a path to which they give their own color and meaning. I show them that despite the obstacles you will encounter in life, you can achieve your goal. Even if you stumble sometimes, that is allowed.

I share my values—equality, respect, honesty, kindness, and enjoyment—with my students and present myself with pride, love, and dedication as an instrument for them.

When you find faith in a lot of love, or faith and a lot of love, you create an energy that is contagious. I have woven this into a poem, which I would like to share with you in closing.

### **Fortune Cookie**

*I'm looking for a corner  
You know, one of those very small corners  
Right there, where you are sitting now  
Don't laugh, stand up for a moment*

*You know what they say, right?  
Happiness is just around the corner  
And you are standing right in the way  
Or wait, stay right there.*

*Actually, you look beautiful standing there  
Will you help me look?  
I'm looking for that happiness,  
You know, it's often hidden in a small corner*

*I thought if you help me now,  
At least you won't be sitting right on top of it  
Turn around, what is that?  
You are covered in crumbs.  
Crumbs from a cookie  
Fortune cookie in a fortunate corner  
Come on now, it's getting dark  
I've been searching for so long and you have yet to begin*

*Wait a minute  
You are in that corner.  
Stay right there,  
You actually look beautiful standing there.*

*I was looking for a corner,  
A corner with a fortune cookie,  
Instead, I found you.  
Apparently, happiness really is,  
Hidden in a very small corner.*