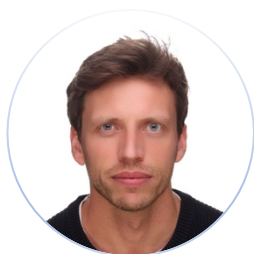


Robrecht de Vocht

Copywriter | Design |
Content expert



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Amsterdam, NL
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Profile

Writer and creative with a deep interest in linguistics and design. Whether it's storytelling, content creation or driving conversion, I connect the dots and dot the i's.

Experience

Typetone

Content expert (Freelance)
2024 | Amsterdam, NL
Content strategy.

Internet Up GmbH

Copywriter (Freelance)
2024 | Munich, DE
Copywriting, SEO, translation, localization, proofreading.

The Fellas Ads

Social media specialist & graphic designer (Freelance)
2024 | Amsterdam, NL
Social media management and content creation, using Figma.

DPG Media – De Ondernemer

Journalist, editorial coordinator (Freelance)
2023 | Hoofddorp, NL
Content writer, editor.

Gallery Delaive

Project manager & Client manager
2010 -2022 | Amsterdam, NL
i.a. content strategy, marketing, brand strategy web & content design (Adobe CC), copy & content writing.

Folia magazine

Journalist
2012 – 2013 | Amsterdam, NL
For weekly magazine (circulation 12,000) and online (Folia.nl).

Van Bits en Bloed

Researcher & Producer, Social media specialist
2011 -2012 | Amsterdam, NL
Independently produced interview program.

Gallery Delaive

Assistant & Content specialist
2008 – 2010 | Amsterdam NL

Education

Uxcel

UX Writing
UX Design Foundations
Design Accessibility
2023 | Amsterdam, NL

Winc Academy

SEO with Copywriting
2023 | Amsterdam, NL

University of Amsterdam

Bachelor of Arts: Media and culture (Minor: Journalism)
2013 | Amsterdam, NL

Skills

Language

Dutch native

English fluent

French conversational

German conversational

Spanish conversational

Soft skills

Storytelling

Visualization

Analytical thinking

Empathetic

User centered

Tools

Figma, Canva, Adobe CC, GenAI.

Recognition

Top UX Writer: ranked as #6 UX Writer of 2023 in the Uxcel 2023 Designer Rankings (out of 278k+ designers using Uxcel globally).

Other interests

Traveling

Photography

Surf/snow/skate/MTB

Reading

Nature