



<http://nl.linkedin.com/in/femkevonk/>



Dijkwacht 44  
2353 EK Leiderdorp



+31(0)6 12 777 441



Femke@vonktekstendesign.nl



[www.vonktekstendesign.nl](http://www.vonktekstendesign.nl)



April 3, 1967

Text writer, Virtual Assistant, Creative

## Profile

It's my passion to enthuse people, to move and touch them. Or just: to help them solve their problem. Making a difference, that's what makes my heart beat. My writing talent, passion for technique and communications, a huge amount of experience in business life and my creative mind are my tools, the result depends on the goal and the target group.

I'm dedicated, focussed and down to earth, with a can-do attitude. Authentic, passionate, energetic and flexible.

## Experience

**Owner Vonk Text & Design** **2017 – current**

*Text writer, Virtual Assistant, Creative*

Looking for a smashing text or a nice website, do you need support with your online or offline communications or are you urgently searching for other virtual support, look no further! Check out my portfolio at [www.vonktekstendesign.nl](http://www.vonktekstendesign.nl).

**Connected to Make Marketing Magic, Internetkassa.nu and Pay.nl** **2017 – current**  
as freelance text writer

**Freelance assignment** for Weekbladpers Media for a documentary on autism  
in 'J/M voor Ouders' magazine 2008

**AkzoNobel** **1989 - 2016**

**Global Editorial & Channels Manager** 2010 - 2016

Business Area Decorative Paints, Global Communications

- Editor-in-chief of 'Deco Inside' and 'Let's Colour Deco Magazine', the global management magazine of AkzoNobel Decorative Paints. Determine content and long term plans based on strategic pillars, as well as develop high quality content.
- Create a cohesive infrastructure of tools and channels that helps connect and engage with key internal and external stakeholders, and use this infrastructure to publish content and support global campaigns.

- Use this infrastructure to publish content and support global campaigns, to propagate the strategy and culture of Decorative Paints in an open and inspiring way, internally and externally.
- Organizing Let's Colour Week – a yearly occurring event to engage the internal audience with our products and colours and make them our ambassadors.
- Initializing and rolling out of a Decorative Paints specific global employee engagement campaign.
- Initializing and rolling out of a Decorative Paints global safety campaign 'Take Care'.

**Digital Communications Manager** 2007 - 2009

Business Area Decorative Paints, Global Communications

- Implementing and maintaining a robust infrastructure of tools and channels for internal communications (newsletters, intranet, mailings, magazine).
- Use this infrastructure to support global internal campaigns
- Providing Intranet support and training
- Create and publish content in this infrastructure

**Internal Communications Officer** 2006 – 2007

Business Unit Decorative Coatings Europe, Communications

- Supporting the European Communications Manager of in the roll out and tactical implementation of the Decorative Paints communications strategy
- Undertaking support activities such as content creation, campaign development, directing third party suppliers and driving the Intranet

**Application Manager Intranet/Internet** 1999 - 2005

Business Unit Decorative Coatings, Information Management, in close cooperation with the Communications department

- Responsible for the development of the first worldwide intranet, build with Tridion CMS and the migration to Sharepoint
- Being the liaison between Information Management and Communication by organizing meetings, capturing agreements and solving problems in order to develop an good working internet with high content quality

**Application Manager Colour Mixing Systems** 1994 - 1998

Business Unit Decorative Coatings, Information Management, in close cooperation with the Marketing department

- Making proposals, in cooperation with the BU Information Manager, to SBUs about how the cooperation with the after sales service and the help desk in the SBU concerned can be organized in the best way
- Coordinating, in consultation with the BU Information Manager, the implementation of new information systems and IT products in the BU and in the markets, together with the locally responsible persons from the SBUs

**Assistant Marketing** 1993

Business Unit Decorative Coatings, Marketing Team Deco

**Assistant Product Management Colour** 1991-1992

Business Unit Decorative Coatings, Marketing Services Decorative/Do-it-yourself

**Administrative assistant** 1989 - 1990

Business Unit Decorative Coatings, Marketing Services Decorative/Do-it-yourself

## **Courses & Training**

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NIMA Digital Marketing Training	2017
Google Online Marketing Certificate	2017
Editing for the internet, De Redactie	2016
Writing programme, De Redactie	2016
Three day Bootcamp WordPress, WPress	2016
Mailchimp Email Marketing, WPress	2016
Webshop Woocommerce/WPress	2016
Making Social Media POP!, Jericho Chambers	2015
Bootcamp Brand Journalism, Jericho Chambers	2015
Storytelling, TheStoryConnection Academy	2014
Engagement Catalyst Training, The Ken Blanchard Companies	2013
Writing for Corporate Magazines, MatersHermsen	2010
Freelance and Feature Writing 1 and 2, Fontys Hogescholen Amsterdam	2008
English Course, Advanced Level, Alpha Talen Nederland	2007
Journalism, Fontys Hogescholen Amsterdam	2006
Creative thinking, Schouten & Nelissen	2005
Webtrends Essentials, NetIQ Education	2003

## **Education**

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		<b>Diploma</b>
Creative Writing, Schrijversacademie (Writers' academy)	Present	
HBO (higher professional education) Tourism Management	2004 – 2005	✓
Management Science, field of study: Organization and Strategy, short higher education, Open University	1996 – 1998	✓
Information Management module, Open University	1994 – 1995	✓
NIMA B (Marketing Manager)	1993	✓
NIMA A (Marketing Assistant)	1992	✓
Executive Secretary/Management Assistant, Schoevers	1988	✓
European Secretary – English module, Schoevers	1988	✓
VWO (pre-university education)	1987	✓
HAVO (higher secondary education)	1985	✓

## **Software**

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MS Office, WordPress, PaintShop Pro, Tridion CMS, SharePoint, InDesign, Photoshop

## **Languages**

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- Dutch mother tongue
- English fluent (Cambridge English: Proficiency)
- Italian acceptable
- Duits moderate
- Frans moderate