



# Reinout Kramer

Online Communication

+31 6 36 16 8223  
info@rynout.com

www.rynout.com  
/in/reinout-kramer

## ABOUT ME

Quick learner looking for a professional marketing role, in a team of passionate people. Excels in content writing and strategic marketing.

Has a no-nonsense attitude, a very broad interest and a great drive to add value and create memorable content.

Likes books, trips, music and good food.

## EDUCATION

INHolland University of Applied Sciences, Rotterdam  
International Communication Management (Major)  
January 2009 – April 2014  
Graduated April 2014

Yeditepe University, Istanbul  
Advertising Design and Communication (Minor)  
September 2011 – January 2012  
Erasmus Programme

## WHAT I CAN DO

- WRITE CONTENT
- AUDIENCE RESEARCH
- BUILD WEBSITES
- MAKE E-MAIL CAMPAIGNS
- INITIATE CONTENT IDEAS
- WORK ON CONTENT STRATEGY
- INCREASE CONVERSIONS
- INVESTIGATE TOPICS
- SEARCH ENGINE OPTIMIZATION
- SOCIAL MEDIA PROMOTION
- COMMUNICATION MANAGEMENT

## JOB EXPERIENCE

CONTENT WRITER  
XSPlatforms, Gorinchem  
August 2015 – Now

An international company that designs, manufactures and sells safety solutions for work at height. I'm responsible for the words and the strategy of every written message that is published.

SALES, MARKETING  
TriGlobal, Sliedrecht  
June 2013 – March 2015

TriGlobal generates online sales leads for hundreds of international moving companies worldwide, through a portfolio of more than 30 websites. It offers expats the opportunity to compare different quotes from international moving companies.

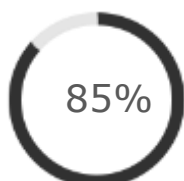
ACCOUNT MANAGEMENT ASSISTANT (Intern)  
RDP Creative, London  
September 2012 – January 2013

RDP Creative supplies promotional premiums to movie distributors worldwide. I worked there as an intern, supporting the account manager responsible for the promotions of all Warner Bros. releases.

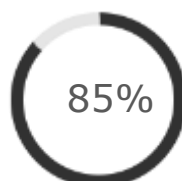
BUILDING WORDPRESS WEBSITES



SEARCH ENGINE OPTIMIZATION (SEO)



CONVERSATION RATE OPTIMIZATION (CRO)



SOCIAL MEDIA MANAGEMENT (SMM)

