



**CMD PROFESSIONAL,
CREATIVE DIRECTOR**

LILO TOLSMA

PROFILE

All-round creative go-getter and networking talent. I consider myself a skill-stacking, responsible and reliable professional. Focusing on the creative industry, I am looking to put my authentic communication, social (media) skills, planning and sales style to work on a ZZP/ parttime or fulltime basis.

 +316 37 45 33 52
 liselotte.tolsma@gmail.com
 Heiligeweg 44-1
1012 XS Amsterdam
 The Netherlands

LANGUAGES

Dutch: Native
English: Native level (C2)

SKILLS

✦ Creative Thinking/Concepting
Adobe (Ps, XD, Ai etc), Figma
Sales & Communication
UI/UX Design Skills
Skills ZZP/ Independent
Content Creation & Planning

EXPERIENCE

MUSIC MOVES - SOCIAL MEDIA & COMMUNITY MANAGER, CONTENT CREATOR

Non-profit organisation for event-trainings, I build the content calendar and create content, do interviews, edit assets and manage our community.

CREAM - MARKETING, CO-MANAGE SHOP

Cream Vintage Amsterdam, I do marketing and communication on socials, shop tending, events.

EQUALS - RECRUITMENT, SALES, COACH

Start-up, coaching women through their career switch to Tech; communications with Defensie; B2B; sales and administration via HubSpot.

MEMORYLAB - JR. BUSINESS DEVELOPER

Start-up, I managed the B2B communications and growth of the company.

AMAC - SOFT REPAIR & TRAINER, MEDIOR SALES

XENOS - TEAMLEADER AND ADMIN

CREATIVE EXPERIENCE

ZZP - Model; Design; Artist; Events; Comm.

Creative Direction & Design - marketing, printables, artist branding & strategy

Promotor & Repr. - for 5+ collectives in NL

EDUCATION

RIJKSUNIVERSITEIT, GRONINGEN

Psychology Bachelor (EN), 2 yrs completed

HANZEHOGESCHOOL, GRONINGEN

Communication & Multimedia Design diploma
UI/UX, Consumer Design; Minor Appl. Psychology