



FRANS LELIVELT

MULTILINGUAL SENIOR CONTENT MANAGER

I bring 7+ years of experience writing helpful, SEO-optimised content, crafting conversion-driving copy, and creating content strategies that grow traffic and acquire leads. You could further sum me up as a considerate communicator, loyal team player, and structured strategist. But most of all, I'm a positive chap ready to bring a smile to your office. Invite me for a chat to learn more and let's see if we're a work fit!

WORK EXPERIENCE

Senior Content Marketing Manager

JOIN Solutions AG, Berlin, Germany

Nov 2021 - Sep 2024

- Led strategy, process, and production of English content, while overseeing German (coaching one Junior colleague), and Spanish, Dutch, and French (outsourced).
- Defined the company's writing style guidelines and created a content production playbook to increase output at scale.
- Produced all copy for the recent website relaunch, collaborating with Design, Product, and C-level stakeholders.
- Authored 100+ pages of content, as well as newsletters, landing pages, ad copy, guides, social copy, and more.
- Helped grow monthly organic lead acquisition from 100 to 600+.

Content Writer, Copywriter, SEO Consultant

Self-employed, Nottingham, United Kingdom

Oct 2020 - Oct 2021

- Delivered content audits, competitor analysis, SEO support, and content creation services.
- Clients incl. Impression Digital, Weber-Stephen, and Ørsted.

Content Manager

MoreNiche Ltd., Nottingham, United Kingdom

Jan 2019 - Oct 2020

- Led full content process for a portfolio of e-commerce brands in the health & fitness niches.
- Wrote various formats incl. web pages, emails, up- & cross-sells, product reviews, magazine entries, and Amazon listings.
- Additional role in Happiness Team: Safeguarded company culture and team member wellbeing. Created policies, staff handbook, internal communication, and recruitment process.

Content Manager

UNIQ GmbH, Dortmund, Germany

Jan 2017 - Dec 2018

- Analysed sales via affiliate platforms, traffic via Google Analytics, and social media via Facebook for Business.
- Communicated with partners and negotiated affiliate deals.

CERTIFICATIONS

How to Run Customer Research Interviews (Content Lift)

Direct-Response Copywriting Specialist (DigitalMarketer)

Mental Health First Aid Champion (MHFA England)

CONTACT

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EDUCATION

M.A. North American Studies

Radboud University Nijmegen

Sep 2012 - Nov 2014

- Graduated Cum Laude
- Thesis score 9/10, Theodore Roosevelt American History Award (TRAHA) nominee

B.A. English Language and Culture

Radboud University Nijmegen

Sep 2009 - Jul 2012

SKILLS

Hard skills

- Content & copywriting
- SEO optimisation
- Content strategy and delivery
- Process creation and implementation

Soft skills

- Positively upbeat team player
- Kind cross-functional communicator
- Proactive giver and receiver of constructive feedback
- Supportive mentor and coach

Tools

- Ahrefs, SEMrush, SurferSEO, WordPress, Figma

Languages

- Fluency in Dutch and English
- Limited working proficiency in German and Spanish