

CURRICULUM VITAE - DANIËLLE NEELEMAN



Personal information

<i>Name</i>	Daniëlle Neeleman	<i>Telephone</i>	+49 15 784 323 657
<i>Address</i>	Meyerbeerstraße 19 13088 Berlin, Germany	<i>Date of birth</i>	15.07.1986, Rotterdam
		<i>E-Mail</i>	daantjen@hotmail.com
		<i>Nationality</i>	Dutch

Education

2021- 2022	CareerFoundry, Full Stack Web Developer course, graduated
2010- 2013	Rotterdam University, University of applied sciences, International Business and Languages Department. Bachelor of Business Administration (BBA), graduated
2012- 2013	Hochschule für Technik und Wirtschaft, Berlin, Betriebswirtschaftslehre (exchange semester)
2006-2009	ROC Zadkine Hospitality and Tourism, Rotterdam, Hotel Management College, graduated
2004-2005	Rotterdam University, University of Applied Sciences, Small Business and Retail Management Department
1999-2004	Melanchton College Rotterdam, Secondary Modern school, graduated

Work experience

07/2019-03/2021	Tourlane GmbH, Berlin, Germany
	SEO Manager from 01/2020-03/2021
	- Development and execution of SEO best practices to improve online visibility and quality
	- Creation, planning and monitoring of on- and offpage projects

- Working closely with our content team and advising them on SEO topics
- Representing SEO team and topics internally
- Analyse performance and trends in the travel business
- Monitoring all relevant SEO KPIs
- Quality control of all web pages
- Creating reportings for various stakeholders

Content Editor from 07/2019-01/2020

- Responsible for all activities concerning the Dutch market
- Monitoring of the Tourlane.nl website
- Creating and updating content for diverse purposes
- Correcting and editing texts (proofreading)
- Managing a group of freelancers
- Support in quality management
- Content translation (DE-NL, EN-NL)

11/2017-03/2019

Online Marketing & Content Manager at Wimdu GmbH, Berlin, Germany

- Responsible for all activities concerning the Dutch market
- Development and execution of SEO best practices to improve online visibility and quality
- Monitoring of the Wimdu.nl website using a variety of marketing tools
- PR activities with influencers, bloggers and industry related websites/online magazines
- Creating and updating content for landing pages, blog and Facebook
- Creating visual content in collaboration with graphic designers and using different online design tools
- Content translation (DE-NL, EN-NL)

01/2015-10/2017

Online Editor at Performics, Berlin, Germany

- Creating editorial articles (off page SEO)
- Independent creation of search engine-relevant content (on page SEO)
- Correcting and editing texts (proofreading)
- Support in quality management
- Helping with diverse SEO projects
- Keyword Research for SEO using Google AdWords
- Content translation (DE-NL, EN-NL)

01/2014 – 12/2014

Content Management at Zalando Lounge, Berlin, Germany

Zalando Lounge:

- Translation of product descriptions (DE-NL)
- Language quality check and correction
- Copywriting

Zalando Lounge Magazine:

- Content translation (EN-NL, NL-EN)
- Creation of on page articles
- Outreach

Languages

Dutch	C2, Native
English	C1, Very good
German	C1, Very good

Skills

- Knowledge of HTML, CSS, Javascript and the frameworks/libraries React(Native), Angular & jQuery
 - Accustomed to work with the following tools: Atom, Visual Studio Code, GitHub, CodePen, Web Inspector, Node.js & MongoDB
 - Lint, test and debug code is nothing new to me
 - Proficient in Microsoft Office including Excel and Powerpoint.
 - Excellent written and verbal communication skills.
 - Excellent editing skills.
 - Analytical.
 - Quick Learner.
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