

Alisha Henderickx

Social Media and Content Marketing Specialist

CONTACT

alishahenderickx@hotmail.com

Orlando, FL

Portfolio 

SUMMARY

Social Media & Content Marketing Specialist with experience across hospitality, travel, lifestyle, fitness, and international brands. Skilled in short-form content production, campaign execution, website management, and digital brand development.

EDUCATION

Bachelor's Degree in
International Communication
and Media

Thomas More University of
Applied Sciences | 2023

WORK EXPERIENCE

Freelance Website & Social Specialist / Digital Marketer

Remote | 2024-2025

Clients: Autoboom, Bioactive Gym, Ret-Throw, Silton, The Eight O' Nine Food Truck (Ireland, Poland, Canada)

- Designed, developed, and maintained client WordPress websites.
- Managed social media content calendars and ad campaigns.
- Produced brand/product photography and short-form video content to support paid & organic marketing.
- Delivered brand and content consultancy to strengthen positioning, tone, and digital identity.

LANGUAGES

English- Native

Spanish- Native

Dutch- Proficient

Social Media & Marketing Trainee

Radisson Hotel Group | Brussels, Belgium- 2024

- Social Media Strategy
- Content Creation
- Campaign Planning
- Branding
- Copywriting
- Photo & Video Editing
- SEO Fundamentals
- Web Content Management
- Trend Research
- Community Management

- Managed daily content scheduling and community engagement for Radisson Hotels' global social accounts.
- Produced and edited short-form video aligned with brand passion points and emerging trends.
- Supported activation and content production for major campaigns, including the UEFA Eurocup 2024, contributing to Radisson Hotels' visibility across Germany.
- Collaborated with marketing and PR teams to ensure brand consistency across global channels.
- Sourced user-generated content (UGC) and optimized blog posts for improved readability & discoverability.

SKILLS

Alisha Henderickx

Social Media and Content Marketing Specialist

CONTACT

alishahenderickx@hotmail.com

Orlando, FL

Portfolio 

TOOLS & PLATFORMS

- WordPress
- Meta Business Suite
- Google Analytics
- Canva
- Adobe Creative Suite
- Figma
- Capcut
- Meltwater
- Affinity

PROFESSIONAL SKILLS

- Adaptability
- Trend Awareness
- Communication & Cross-Team Collaboration
- Time Management & Organization
- Multicultural Awareness
- Global Mindset

References available upon request.

WORK EXPERIENCE

Agency Marketing Intern

Redline Company | Marbella, Spain - 2023

- Supported multi-client projects across communications, design, PR, and market research. Managed CMS and landing-page updates to ensure on-time campaign launches.
- Produced social visuals, short-form videos, and photography for cross-channel campaigns.
- Assisted PR outreach, coordinated local press invitations for a product launch event, and provided on-site event support and handled ad-hoc tasks.

University Media Content Production

After Five (Thomas More) | Mechelen, Belgium 2022

- Produced diverse media content for Instagram, TikTok, and Spotify
- Applied leadership and planning skills to organize weekly content schedules across platforms.
- Curated engaging digital content that aligned with brand messaging and student-led campaign goals.

Podcast Assistant

The Relatable Voice Podcast | Remote, 2020–2021

- Managed guest bookings and primary communication for the weekly podcast.
- Conducted background research and prepared interview talking points.
- Assisted with podcast editing, publishing, and coordination.
- Supported administrative and organizational tasks to streamline weekly production.