



Floris van den Berg

Born September 20th 1978 in Leiden **Nationality** Dutch

Family Married to Lilian and a son named Lodewijk

Address Diligence 24 in Sassenheim

Phone +31 65510 4452 **Email** fdvandenber@gmail.com

15+ years experience at large advertising agencies and global brands, always creating impact through content/copy. Strong digital/design background, highly creative with a collaborative nature. Proven track record of transforming brands to become strongly customer focused.

Studies

2008 - 2009 Management Development, Ohio University (Athens, OH)

2001 - 2006 Marketing Management (Bachelor) Haarlem Business School (Haarlem)

1997 - 1999 Graphic Design, Grafisch Lyceum (Amsterdam)

1991 - 1997 HAVO, Rijnlands Lyceum (Sassenheim)

Certifications

Design Thinking: Customer Experience

PRINCE2 Agile® Foundation

Persuasive UX: Influencing Behaviour Patterns

Empathy in UX Design

Prototyping Service Design Experiences

Customer Journey Mapping Essentials

Relevant Professional Experience

2016 - 2021 Digital Content Manager at Allianz Direct (Munich, Rotterdam)

In charge of interface copy across all European digital platforms. Responsible for Digital Content, (UX) Copy and CRO (think beyond the publish button), continuously testing and optimising the total web experience. The past 2 years I also acted as residential UX design and language expert at the CO.DE Lab in Munich.

- Creating intuitive persona-centric content journeys to ensure targeted message delivery at all different consideration stages to help our customers achieve their (life) goals, from getting a quote online to being helped by an agent or our digital sidekick;
- Creating compelling long-term content strategies that allow our brand/content to scale globally;
- Collaborating with Product Owners, Product Managers, UX Designers and (Front-End) Developers to bring user experiences to life;
- Creating a new tone of voice and adapting it to different markets/countries.

Other Professional Experience

2015 - 2016 Content & UX Strategy / Creation at Content Matters (Freelance/Consultancy)

As a self-employed Content & UX specialist, I produced high-quality content for several clients across a range of business sectors, enhancing their (online) presence, brand voice, and boosting their customer engagement. Clients: Reebok, Adidas, Unibet, Hewlett Packard, Nederlandse Energie Maatschappij, Allianz, Akzo Nobel, and FarmerGracy.

2012 - 2014 Content Creative at Colorscan (The Hague)

Design and production of (digital) magazines for Kluwer, ANWB, and Sanoma. Creating intuitive content and delivering immersive reading experiences. Managing a team of designers/developers (co-located in India and Malaysia). Transforming creative ideas into meaningful concepts.

2010 - 2012 Content Editor at GroupDeal (Amsterdam)

Creating and testing relevant and engaging landing pages for the daily deals. Publishing with Magento, manage external content libraries, collaborate with Sales and Development teams. Ensure GroupDeal's voice, UX, and writing standards are met, while also meeting quality expectations and tight deadlines.

More details?

Please refer to my [LinkedIn page](#) for more details and more previous work experience. I can also send you a PDF with a few copywriting samples.



I'm an 'idea generator' with a data-driven mindset. Data is the foundation of everything I do. I love to combine insights with creativity and bring brands to life. I always want to figure out how I can help customers to get what they need. Truly 'customer obsessed'.

Tools & Interests

Design Figma, Sketch, Abstract, InDesign, Illustrator, Photoshop, InVision **Data** Google Analytics, Adobe Analytics, Power BI **Testing** BlueConic, Adobe Target **CMS** Magento, Magnolia, Adobe Experience Manager **Agile** GitHub, Jira, Confluence, Slack **Customer Service** Twilio, Inbenta, Dimelo **Email Marketing** MailChimp, Clang, Adobe Campaign **SEO** Adwords, Moz, Majestic, Semrush **Writing** Grammarly, Hemingway, WordHippo, Linguee, LudwigGuru, Strings, Lokalise, Reverso, Ditto **Localisation** Lokalise, Culture Code, Hofstede Insights.