

SIFRA HUIJGERS

MARKETING CREATIVE



PROFILE

A social creative person who loves adventures. I am fanatical in everything I do; whether it is a sport, a board game, table football or a major campaign: I am always willing to go the extra mile for the best result. Positivity is my priority and I love bad jokes. I also like to work in a team in which people are not afraid of direct communication so you can take the work results to a higher level together.



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Dutch

EDUCATION

2012 **HBO COMMUNICATION & MULTIMEDIA DESIGN**
-2017
Avans Breda | Minor Branding

2006 **VWO**
-2012
2College Durendael Oisterwijk
C&M

SKILLS



Creative | Good communication
Social | Goal-oriented | In for a laugh
Perseverance | Structured



Dutch fluent | English good
German basic | Spanish in my dreams



ADOBE INDESIGN

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ADOBE PHOTOSHOP

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ADOBE ILLUSTRATOR

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ADOBE PREMIERE PRO

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WORK

2023 **SIEF CREATIVE**
-Heden *Function - Owner*

Graphic design of printed material, digital products and corporate identities for the use in different kind of media. Concepting and visually developing creative concepts and cross-media campaigns for a (new) brand identity.

2022 **RIPSTAR SURFCAMPS**
-2023 *Function - Head Chef*

I have been traveling with my campervan in Europe for a year and a half, of which I worked mainly in France for 2 seasons (each lasting 6 months) as Head Chef in the kitchen. In the early and late season I helped with the build up and build down of all Ripstar surfcamps in France and Spain.

2018 **NO EXCESS BV - QUBZ CLOTHING**
-2022 *Function - Marketing Creative*

Together with my team, I did the B2B and B2C marketing of two Fashion brands that were active throughout the whole of Europe. Not only did I handle the campaigns, websites, photoshoots, shopping events, social media and PR, but I was also responsible for the concepting of and creating all visual aspects. Rebranding the Fashion brand No Excess, including modernizing the corporate identity, creating and inventing a new Fashion brand called Qubz and developing a completely new denim line and associated brand identity are things that made me extremely enthusiastic about my job.

2017 **NEDERLANDSE FEDERATIE VAN KANKERPATIËNTENORGANISATIES**
-2018 *Function - Communication and Multimedia Designer*

At NFK I played a major role in, among other things, the new corporate identity and all visual aspects of the company. I also contributed to the completely new website and was responsible for all social media communications and mailings.

2017 **TOSHY**
Function - Intern

Graduation internship: Research into the neuroscientific side of love and how people experience it in the same phases. People could experience these phases in an self build interactive installation through: smell, color, sound, temperature and structure (association research).

2012 **PEPPERMINDS**
-2017 *Function - Sales Captain*

Sales of charities door-to-door and on the street. As a Captain, you guide the new employees. Pepperminds has helped me enormously with my social skills and sales techniques.

2015 **PLUGGED LIVE SHOWS**
-2016 *Function - Creative Marketing Intern*

Plugged Live Shows creates high-end entertainment concepts. My tasks: concepting and implementing creative campaigns (offline and online), Graphic Design and designing print work, monitoring Social Media, photography and video + editing, maintenance of the website and creative concepting for the shows.

HOBBIES

Drawing | Surfing | Creating Poems | Tattooing | Cooking and Baking