

CV



Jasper Verelst
copywriter for marketing, advertising and SEO

7+ years of experience in writing

Born January 20th, 1984

LinkedIn: <https://www.linkedin.com/in/jasperverelst/>

Twitter: <https://twitter.com/JasperVerelst>

Facebook: <https://www.facebook.com/jasper.verelst>

Personal website: DigitalGods.be

“Remember the people you address are selfish, as we all are. They care nothing about your interests or profit. They seek service for themselves. Ignoring this fact is a common and often costly mistake in copywriting and advertising”

– Claude C. Hopkins, Scientific Advertising

Professional experience:

- 4+ years: Freelance copywriter for marketing, advertising and SEO
- 2+ years: Journalist national newspaper
- 1+ year: Editor-in-chief national newspaper

Specific area of expertise | Skills:

- Advertising – writing to sell
- Website Content Optimization & Managing
- Content Marketing
- Online Marketing
- Online Growth
- SEO search engine optimization
- WordPress-webdesign
- Online newspaper writing
- E-mail Marketing
- Social Media Marketing
- Personal branding
- User Experience (UX)
- Customer Retention
- Content Marketing

Sectors of activity:

- Online and print media (national and local)
- Online Marketing
- Retail
- Small businesses in many different sectors (from construction to insurances)
- E-commerce

IT Skills:

- Mac - Windows
- CMS (WordPress expertise)
- HTML, CSS
- Microsoft Office
- Photo editing with Adobe LightRoom – PhotoShop
- Different SEO-tools for on-page and off-page
- Google-tools (Analytics, AdWords, Search Console)
- E-mail marketing MailChimp / Aweber
- Social media tools
- Multi blogging tools

Main Strengths:

- Broad online marketing knowledge
- Ability to work independently
- Ability to work in a marketing team
- Ability to manage online marketing projects

- Good understanding of online growth principles, methods, tools
- Ability to write clear and motivating messages to the target audience
- Strong language skills in Dutch and English

Languages:

Dutch: Native
 French: Good spoken and written but far from perfect
 English: Fluent both written and spoken
 Spanish: Good level but far from perfect

Education:

- **Professional bachelors degree in journalism** – Plantijn Hogeschool Antwerp (2007)

Specific training:

- Copywriting that Sells – Kopywritingcourse.com
- Sales Triggers in Copywriting – Joseph Sugarman
- How to Write Better – Neville Medhora
- Scientific Advertising – Claude C. Hopkins
- Webdesign (HTML, CSS, basis JavaScript) - NHA
- Google Digitaal Atelier - Google
- SEO – KG Academy & Yoast
- Google Analytics – KG Academy
- Google AdWords – KG Academy
- Lokale SEO – KG Academy
- Website optimalisatie – KG Academy
- Affiliate Marketing – ClickBank
- SEO THAT WORKS (technical & content marketing) – Backlinko

PROFESSIONAL EXPERIENCE IN DETAIL

Employers, companies and projects

<p>Corelio (Het Nieuwsblad) – Groot-Bijgaarden 1/2011 - 12/2011</p>
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Editor-in-chief

Het Nieuwsblad

'Het Nieuwsblad' is one of Belgium's largest national newspapers. During a whole year I worked at the newspaper desk alongside experienced newspaper editors, designers and journalists. Together we planned, created, edited and managed daily newspaper editions. I started with a temporary contract of 3 months which was extended 3 times. Due to re-organizations my last contract was not extended.

Approach & main achievements

- Content planning for pages (articles and pictures)
- Follow-up and selection daily news in other media
- Giving directions to journalist and photographers
- Basic lay-out with in-house tool
- Articles writing and editing
- Interviewing prospects by phone
- Reporting to online desk for online newspaper edition
- Rewriting articles for online edition newspaper
- Reaching daily deadlines

Technical environment & methodologies

- Text editing
- Picture editing
- Page lay-out printed edition
- Using in-house tools comparable to Adobe Indesign, PhotoShop, Illustrator

De Persgroep Publishing - Asse 12/2014	2/2012	-
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Freelance journalist

Het Laatste Nieuws

After having experienced working at a national newspaper's desk, I decided to go and work 'in the field' as a newspaper journalist. Studying and understanding backgrounds on ongoing files and topics for writing better stories, networking online and offline, story hunting and article writing became my daily tasks. One of the biggest challenges I faced in the beginning were the daily deadlines, required flexibility and many working hours without direct pay.

Approach & main achievements

- News hunting
- Networking / contact list building
- Article writing
- Interviewing
- Photography

Technical environment & methodologies

- Article writing in Word
- Sending in texts for editing through in-house system
- Taking pictures and basic editing in Adobe Lightroom before sending in
- Taking interviews face-to-face, by phone, by mail
- Online research for background info on files and stories
- Keeping contact with important 'suppliers of news'
- Attending city councils
- Working closely together to photographers and news desk

Proximedia - Anderlecht	1/2015 – mid 2017
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SEO-copywriter for small business websites (100+)

Proximedia SEO-copywriting agency

Approach & main achievements

- Writing copy for small businesses using basic info on prospect and business
- Applying SEO-techniques like keywords and meta-data
- Keyword research
- Gathering info from prospects
- Interviewing
- Online research for more info on different sectors
- Keeping up-to-date with SEO-trends and applying new on-page strategies

Technical environment & methodologies

- Writing SEO-texts in Word-files
- Sending in texts through in-house system
- Interviewing prospects face-to-face, by phone, by mail

Digital copywriter – online marketerProjects:

Xerius: optimising meta-titels and meta-descriptions for better findability and click-through

Graydon Belgium: ghost writing of blog articles on different topics for entrepreneurs

Boerenbond en Handelsgids: writing a manual on SEO and online marketing for small businesses

Different small businesses: Developing WordPress-websites SEO-proof, writing SEO-copy, blogging, social media integration and advertising (writing, tracking, monitoring), keyword-monitoring, linkbuilding, e-mail marketing integration + e-mail writing

Approach & main achievements

- WordPress-website development
- Writing SEO-copy
- Social media accounts setup and integration
- Social media marketing (writing, monitoring)
- AdWords-campagnes
- Keyword monitoring
- Linkbuilding
- E-mail marketing and listbuilding integration, writing e-mail campagnes, monitoring
- Dropship

Technical environment & methodologies

- Mac
- WordPress
- WordPress SEO-plugins for on-page optimization
- SEO-tools (AhRefs, mySiteAuditor, Search Console, ...)
- Mailchimp, Aweber
- E-commerce (WooCommerce, WooDropship, Shopify, ...)
- Social Media (LinkedIn, Facebook, Instagram, Twitter, Pinterest, SnapChat, HootSuite, ...)
- Multi blogging platforms (Storychief, Triberr, Medium, ...)

Copywriter**Collect&Go copywriting and website optimization**

At Colruyt Collect&Go I'm a part of the online marketing team. My role is writing copy for the new website with excellent user experience (UX) for its users in mind. I regularly sit down together with project managers and developers to discuss the evolution of the project and copy. My input on UX and also advertising is regularly asked and appreciated.

Approach & main achievements

- Researching and collecting info current website
- Restructuring content
- Rewriting content for customer acquisition
- Rewriting content for customer retention
- Rewriting for better UX
- Rewriting for SEO

REFERENCES YOU MAY CONTACT

Company	Name	Professional relation	Phone or Email
Colruyt Collect&Go	Sofie Coenen	Supervisor	+32(0)479-37.88.50
Proximedia	Anke Van Schelvergem	Supervisor	+32(0)2-349-23.62
Xerius	Britt Marlier	Supervisor	Britt.marlier@xerius.be

PERSONAL DETAILS



Jasper Verelst
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Drivers' License category B

PERSONAL ONLINE PROJECTS

'Koopjes in Lier en Omgeving'

<https://www.facebook.com/groups/Koopjesinlierenomgeving>

A local Facebook-community with over 2.300 registered users. An online market platform where people buy and sell used goods in their locality. I am the founder and moderator of this community.

‘OnsLier’

(launched September 1st 2018)

<https://onslier.be>

Online local newspaper and community website which I built myself (using WordPress). Next to the technical aspects I gather news topics through networking, write articles and grow the website through social media– and e-mail marketing integrations. To give an example: social media posts shared using #onslier are automatically placed on the website. The idea behind onslier.be is to become more than a news website, more to become an engaging community site for all people living in the city of Lier.

Social media accounts

<https://www.facebook.com/OnsLier-1950497448350123>

<https://www.instagram.com/onslierbe/>

<https://twitter.com/OnsLier>

‘Lumberjack-Shirts.com’

<https://lumberjack-shirts.com>

Dropship webshop

Hook: An online discount store for lumberjackshirts

Social media accounts

<https://www.pinterest.com/lumberjackshirtpeople>

“Nothing is impossible for a man who refuses to listen to reason”

— Gary Halbert, *The Boron Letters*