



Gijs de Kogel

Freelance Copywriter
Content Specialist
Creative Brand Developer

Important skills

- **Brand development:** creating the brand story, brand personality, and a unique brand promise;
- **Concept development:** translating business goals and/or commercial core messages into relevant creative concepts for effective marketing communication;
- **Content creation:** translating communication concepts into words, images, videos (scripts), and campaigns for all touchpoints in the customer journey;
- **Storytelling:** designing, writing and shaping an attractive and compelling story at corporate or product level;
- **Social media marketing:** shaping the strategy of, and creating content for social media channels for effective (integrated) brand communication;
- **Copywriting:** writing SEO texts, sales texts, web texts (owned & paid media), scripts, manifestos, product descriptions, white papers, newsletters, blog posts, interviews, communication strategies, and tender books.

A short introduction

My name is Gijs de Kogel. I help brands, companies, entrepreneurs and government institutions shape the message they want to convey. Within the organization and beyond.

The story, (online) video, or (digital) campaign I develop ensures that the target audience will view and experience your brand or organization in the way you want them to. The goal is to conquer a unique place in the hearts and minds of all your key stakeholders.

Whether you want to strengthen the relationship with your supporters, inspire your agents with a new product group or just sell your stock to the largest possible target audience: I help you with the strategy, a powerful creative concept and the content you need to achieve your goal.

Personal information

COMPANY INFORMATION

Bullet Beheer B.V.
Jan Tooropweg 9
1861 CC Bergen
Nederland
CoC nr. 56584431
VAT nr. NL852198851B01

CONTACT INFORMATION

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PAYMENT DETAILS

ING Bank
IBAN NL59INGB0006642876
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Small and big milestones

- **EXPERIENCE:** I've over 20 years of experience in building successful brands and developing effective brand communication;
- **HILLSIDE BLENDERS:** The powerful branding of Mokum Dusk non-alcoholic gin caused rapid growth in the no&low segment in no less than 6 European countries: the Netherlands, Belgium, Germany, France, Spain and Italy;
- **OILILY:** In 2009 I founded the Oilily online store (oilily.com) which under my leadership grew into the best performing sales channel showing an annual growth of 25-40%;
- **PPGH/JWT:** For Sportlife (a Dutch chewing gum brand) I won a silver lamp (trade prize for creativity) that the agency hadn't won in 10 years;
- **HUNKYDORY CREATIVES:** For the Ministry of Infrastructure and Water Management I developed the campaign 'Don't become a sleepdriver'. It became the first 'negatively' phrased slogan approved by the government, because they fell in love with the new Dutch word I'd invented: 'sleepdriver'. During the campaign it was included in the Dutch dictionary.
- **HONORS & AWARDS:** My work has been nominated and awarded by quite a few major award shows, including Cannes Lions, D&AD Awards, The Webby Awards, Gouden Loekie (Dutch public choice award), ADCN, SAN, Esprix and European Effies.

Work experience

GIJS DE KOGEL.COM Freelance copywriter (ZZP'er)

June 2017 – Present

gijsdekogel.com is the brand name (and my own) under which I offer my services as a freelance copywriter. I provide communication advice, brand- and concept development, content creation, and copywriting to start-ups, scale-ups, A-brands, government agencies and advertising agencies.

HILLSIDE BLENDERS Founder | Creative partner

September 2020 – July 2024

Hillside Blenders is a beverage production company that I founded together with 2 partners. I was responsible for the product development, branding and brand concept of Mokum Dusk (non-alcoholic gin) and Lazy Drops (orange dry gin) and the creation of the content for all touchpoints.

OILILY Co-owner | Marketing & e-commerce director

May 2009 – January 2017

Oilily is a Dutch fashion brand that came back into the hands of the founders of the brand after its bankruptcy in 2008. As a marketing director, I was responsible for the repositioning of the brand. I led the marketing department and set a vision which provided for the realization of the branding, global brand communication and content creation to promote the various home and fashion collections. I also founded the Oilily online store (oilily.com) which became one of the best performing sales channels.

HUNKYDORY CREATIVES Freelance advertising creative

June 2007 – July 2011

Hunkydory was a well-known agency for freelance advertising creatives, aimed at advertising agencies seeking temporary reinforcement. It was an honor if you were admitted to the stable of Vonne Slump and Hansje Rol. On behalf of Hunkydory I freelanced at TBWA\Neboko, Selmore, DEPT, DDB Amsterdam, Y&R Not just film, FHV BBDO, Etcetera, Ogilvy Amsterdam, Being There and Roorda Advertising Agency, among others.



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Work experience

KOGEL CONCEPT & COPY **Freelance copywriter (ZZP'er)**

June 2007 – May 2009

After the merger of PPGH/JWT with Ubachs Wisbrun, I decided to try my luck as a freelancer. I worked as a copywriter for various advertising agencies such as &KoenseSeverein, Rapp Collins, Propaganda, de Combinatie van Factoren, Roorda Reclamebureau, MUSE, JUMP!, Being There, and my own clients including Sportlife, Venco and PIP Studio.

PPGH/JWT **Senior copywriter**

januari 2005 – juni 2007

PPGH/JWT is now called VML and has long been a leading advertising agency in the Netherlands. I became a copywriter there in 2005 and developed brand concepts and TV commercials for major brands such as Knorr, Vodafone, Sportlife, BMW, Andreon, ABN Amro and Shell.

RAPP COLLINS **Copywriter**

juli 2004 – december 2004

Rapp Collins was the promotional marketing agency of the DDB group in Amsterdam. I worked on promotions and brand activations for brands such as Audi, Centraal Beheer ACHMEA, Rabobank, Volkswagen and Lotto. Sadly, I I couldn't find my rhythm there. When I was asked to join PPGH, I did not hesitate for a moment.

TBWA\Direct Company **Copywriter**

juli 2004 – december 2004

TBWA\Direct Company was the best and most awarded action marketing agency in the Netherlands. It has now merged into TBWA\Neboko. I learned to write copy there and got the chance to create brand activations for big beautiful brands such as Heineken, Nissan, Cup-a-Soup, Absolut Vodka, KLM, Airmiles, Telfort, ING Bank, Cazebonne, OLA and Eneco Energie. In the first year that I worked there, I won a gold lion in Cannes (international trade prize for creativity).

Payoffs I created

- **Attention! Borrowing money costs money** (AFM) which translates to: 'Let op! Geld lenen kost geld'
- **Knorr. Make the most of it** (Knorr World dishes) which means: 'Knorr. Maak er wat van.'
- **Don't become a sleepdriver** (Ministry of Infrastructure and Water Management) or: 'Word geen slaaprijder.'
- **Great gin doesn't need alcohol** (Mokum Dusk) or: 'Geweldige gin heeft geen alcohol nodig.'
- **Unicef. Children first** (Unicef) which translates to: 'Unicef. Kinderen eerst.'
- **That's how we move forward** (Railtech bv) or: 'Zo komen we verder.'
- **WHAT'S YOUR PLAN?** (Plan Nederland) or: 'WAT BEN JIJ VAN PLAN?'
- **WAY TO GO!** (Cargowatch)
- **Something for you means everything to her** (Return to Sender)



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Languages & softskills

- **Dutch, English:** fluently in speech and writing;
- **Leadership:** I have the ability to effectively manage and motivate people and teams to perform at their best;
- **Teamwork:** I can easily integrate in a team and work together smoothly towards optimal results;
- **Time management:** I'm used to working under pressure, meeting deadlines and setting priorities;
- **Stress resistance:** I remain calm under pressure and can handle stress-enhancing situations well;
- **Presentation skills:** I am used to presenting my own work and explaining the choices made to C-level decision makers;
- **Social skills:** I am well able to build strong relationships with customers, colleagues, team members and stakeholders.

Clients

Absolut Vodka, Heineken, Snapchat, Cargowatch, Amstel Bier, Grolsch, Mokum Dusk, Railtech bv, Sourcy, Friesland Campina (Fristi, Chocomel), Unilever (Knorr, Cup-a-Soup, Andrélon, Ola), Old Amsterdam, Lazy Drops, Maaslander, Cloetta Holland (Sportlife, Venco, Xilifresh), Kitkat, M&M's, Celebrations, Albert Heijn, Jumbo, Dirk, Gall & Gall, Blokker, Bruna, Selexyz, Gamma, Aktiesport, IKEA, De Bijenkorf, Auping, Shell, BK Gas, Nuon, Eneco Energie, Nederlandse Energie Maatschappij, BMW, Audi, Citroën, Nissan, Nissan Bedrijfswagens, Mitsubishi, Funda, Content, Microsoft, KLM, NS, Beiersdorf (Nivea, Eucerin), ABN Amro, ING Bank, Friesland Bank, Rabobank, Centraal Beheer ACHMEA, Delta Lloyd, BeFrank, De Amersfoortse, Lancyr, Loyens & Loeff, Autoriteit Financiële Markten (AFM), de Staatsloterij, de Nederlandse Loterij, Holland Casino, Sony, Sony BPE, Sony Playstation, Brabantia, Philips Sonicare, KPN, Vodafone, Telfort, Hewlett Packard, HMSHost International, Heddes Bouw & Ontwikkeling, Tridion, BT Ignite, WE, Oilily, PIP Studio, Van Gils, Batavia Stad, VARA, Cargowatch, J/M, Hollands Diep, VNU/Intermediair Weekblad, Sijthoff Media, Yoga Magazine, Vrije Universiteit, Vrije Hogeschool, Supradyn, Aleve, VSM, VSM Kind, Davitamon, Cazebonne, LMN Air Miles, Reckitt Benckiser (Harpic), HG Reinigingsproducten, Unicef, Plan Nederland, Amnesty International, Return to Sender, de Hartstichting, Ministerie van Verkeer en Waterstaat (Word geen slaaprijder), Ministerie van Verkeer & Veiligheid (Nederland leeft met water), Ministerie van Onderwijs, Cultuur en Wetenschap, Ministerie van Volksgezond, Welzijn en Sport (Maatschappelijke Diensttijd - MDT)

Education

BEECKESTEIN BUSINESS SCHOOL

Course Storytelling, Mass Communication/Media Studies
2019

HOGESCHOOL VAN UTRECHT

Course Concepting/Copywriting (FORUM)
2000

HOGESCHOOL INHOLLAND

English language and literature, bachelor
1990 - 1996