

Gijs de Kogel

Copywriter | Storyteller | Content developer

Bergen 1861

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+31 (0)6 21 22 79 21

Check my portfolio at www.gijsdekogel.com

I help brands to express its personality through a distinct tone of voice and content-driven communication that turns every touchpoint into a unique and memorable experience.

Clever copy, smart marketing content, engaging brand activations: I combine my creative skills with a strong strategic insight to create effective content that makes a brand instantly recognizable.

I have gained on- and offline experience as a senior creative in the advertising industry and as marketing & e-commerce director for fashion and lifestyle brand OILILY.

PAYOFFS I CREATED:

Let op! Geld lenen kost geld | Knorr. Maak er wat van. | Word geen slaaprijder | WAT BEN JIJ VAN PLAN?

Call +31 (0)6 21 22 79 21 or drop me a line: gdekogel@hotmail.com.

Werkervaring

Copywriter | storyteller | content developer

Gijs de Kogel - Singel 250, 1016 AB Amsterdam

juni 2017 tot heden

Storytelling, content-driven communication, brand activations and cross media campaigns for both advertising agencies and brands with ambition. Let's work together. Call +31 (0)6 21 22 79 21 or email gdekogel@hotmail.com.

PAYOFFS I CREATED:

Let op! Geld lenen kost geld | Knorr. Maak er wat van. | Word geen slaaprijder | WAT BEN JIJ VAN PLAN?

BRANDS I WORK WITH:

Absolut Vodka, Heineken, Grolsch, Sourcy, Friesland Campina (Chocomel), Unilever (Knorr, Cup-a-Soup, Andrélon, Ola), Cloetta Holland (Sportlife, Venco, Xilifresh), Albert Heijn, Jumbo, Dirk, Blokker, Gamma, Aktiesport, BMW, Shell, Audi, Nissan, Mitsubishi, Funda, KLM, Beiersdorf (Nivea, Eucerin), Andrélon, ABN Amro, ING Bank, Centraal Beheer ACHMEA, Delta Lloyd, BeFrank, de Staatsloterij, Sony, Sony BPE, Brabantia, KPN, Vodafone, Telfort, Hewlett Packard, HMSHost International, Heddes Bouw & Ontwikkeling, Tridion, BT Ignite, WE, Oilily, PIP Studio, Van Gils, Supradyn, Aleve, Cazebonne, LMN Air Miles, M&M's, Celebrations, Winston, Camel, Reckitt Benckiser (Harpic), Unicef, Plan Nederland

AGENCIES I WORK WITH:

TBWA\Neboko, A Friend Of Mine (DEPT), DDB Amsterdam, FEL, Selmore, JWT Amsterdam, Being There, FHV BBDO, Etcetera, JUMP Retail, Ogilvy Amsterdam, VBAT, Y&R Not Just Film, Roorda Reclamebureau, LOWE & Draft, TEQUILA & TBWA\Direct Company (part of TBWA Group) and much, much more. Too many too mention.

Co-Owner

Oilily - Alkmaar
mei 2009 tot heden

Involved in the brand's activities as a shareholder.

Marketing & e-commerce director

Oilily - Alkmaar
mei 2009 tot januari 2017

Creating value for the brand Oilily as a marketing director and shareholder. Creator of brand essence and brand positioning worldwide, corporate identity, marketing & e-commerce strategy, short-term advertising campaigns and long-term advertising property, creative seasonal art direction & photography and founder and manager of Oilily's marketing department and its fast growing, worldwide e-store,
www.oilily.com

Freelance Advertising Creative, Copywriter

Hunky Dory - Amsterdam
juni 2007 tot 2011

Creating big ideas and advertising campaigns for advertising agencies among which TBWA\Neboko, Selmore, DDB Amsterdam, Y&R Not Just Film, Etcetera, Ogilvy Amsterdam, Being There and Roorda Reclamebureau.

Senior copywriter

UbachsWisbrun/JWT - Amsterdam
januari 2007 tot juni 2007

Creator of above-the-line advertising strategies, creative concepts and campagins for brands such as Knorr, Vodafone, Sportlife, BMW, NS, Andrelon, Sourcy and ABN AMRO.

Senior copywriter

PPGH/JWT - Amsterdam
januari 2005 tot januari 2007

Creator of above-the-line advertising strategies, creative concepts and campagins for brands such as Knorr, Vodafone, Sportlife, BMW, NS, Andrelon, Sourcy and ABN AMRO.

Senior copywriter

DDB Rapp Collins - Amsterdam
juli 2004 tot januari 2005

Creator of above- and below-the-line advertising strategies, creative concepts and campagins for brands such as Audi, Centraal Beheer Achmea, Rabobank, Volkswagen and Lotto.

Copywriter

TBWA\Direct Company & TBWA\Company Group - Amsterdam

augustus 2000 tot juni 2004

Creator of above- and below-the-line strategies, creative concepts and campaigns for brands such as Nissan, Heineken, Absolut Vodka, Cup-a-Soup, Eneco Energie, Cazebonne, ING Bank and OLA

Opleiding

Concept Development (FORUM) in Advertising

Hogeschool van Utrecht - Utrecht
2000 tot 2000

Bachelor in English Language and Literature

Hogeschool INHOLLAND
1990 tot 1996

Vaardigheden

Concept development (10 jaar of meer), Brand development (10 jaar of meer), Online advertising (10 jaar of meer), Brand positioning (10 jaar of meer), Integrated campaigns (10 jaar of meer), Brand activation (10 jaar of meer), Advertising (10 jaar of meer), Creative strategy (10 jaar of meer), Social Media (7 jaar), Copywriting & tekstschrijven (10 jaar of meer), Storytelling (10 jaar of meer), Content-driven communication (10 jaar of meer)

Links

<http://www.gijsdekogel.com>

<https://www.linkedin.com/in/gijsdekogel/>

Onderscheidingen

Honors & Awards

Through the years my work has been repeatedly nominated and awarded by Cannes Lions, D&AD, Clio Awards, Webby Awards, Echo Awards, Epica Awards, European Effie Awards, ADCN, Gouden Loekie (Dutch Public Choice Award), Esprix Awards and SAN Awards.

Publicaties

A short bio in mere words

<https://www.linkedin.com/pulse/senior-copywriter-creative-marketeer-hire-gijs-de-kogel/>
juni 2017

Aanvullende Informatie

Specialties: Storytelling, content-driven communication, brand experience, brand activation, cross-media advertising, brand strategy