

FLEUR VAN MONSJOU

BRAND CREATIVE



PROFILE

Brand Creative with a demonstrated history of working in the sustainable outdoor lifestyle industry, focussing on brand and marketing. Skilled in brand creation and leading projects & teams. Strong interpersonal skills. Love for travel & experiencing other cultures. Interested in sustainable brands, photography & design.

EXPERTISE

Adobe Illustrator	██████████
Adobe Photoshop	██████████
Adobe InDesign	██████████
Adobe Premiere	██████████
Microsoft Office	██████████
Worpress	██████████

EDUCATION

2011-2012 University of Utrecht
Master: Education, Socialization and Youth Policy

2007-2011 University of Amsterdam
Bachelor: Interdisciplinair Social Science

OTHER

2013
Sustainability Internship KPMG
"Effectiveness of certification in improving smallholder livelihoods"

PORTFOLIO

fleurvanmonsjou.com/photography
fleurvanmonsjou.com/my-portfolio
instagram.com/fleurvanmonsjou

CONTACT

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EXPERIENCE

Sept 2019- current

Online Officer | War Child

Translating War Child's strategy into online communication means for various target audiences on all channels (website and social media), guard the brand and strengthen War Child's brand awareness while focussing on both fundraising and becoming an international networked expert organisation.

Sept 2018- May 2019

Roadtrip | Netherlands to South-Africa

A life changing adventure, driving from the Netherlands to South-Africa, visiting most beautiful countries, admiring interesting cultures and enjoying tremendous hospitality and kindness, while dealing with struggles of being on the road, country regulations and unexpected things.

Jan 2017- Jul 2018

Brand Manager | WakaWaka

Coordinating and planning all company campaigns and exposures and strengthening WakaWaka's sustainable outdoor consumer brand. This includes:

- defining the brand-sales roadmap in collaboration with the sales manager.
- ensuring all company communications are aligned with the desired brand experience.
- initiating and coordinating projects and managing timelines within marketing team.
- identifying needs and objectives of sales team, distributors and retailers and translate these into marketing materials.

Apr 2017- Jan 2018

Brand Creative | WakaWaka

Identifying needs and objectives of management team, sales team, distributors and retailers and translate these into marketing materials (print & digital), including: brochures, flyers, product catalogues, POS materials, price lists, packagings, manuals and business plans.

Apr 2016 - Jan 2018

Impact Manager | WakaWaka

WakaWaka's impact promise was to provide light and power to people living without electricity according to the Buy One Give One principle. As their Impact Manager I was responsible for:

- managing and coordinating partnerships with NGO's (development aid and emergency response) to realize the impact promise.
- improving administration and setting up metrics and reporting structures to quantify WakaWaka's impact promise and status.
- developing and implementing a more (financially and social) sustainable strategy on how to achieve WakaWaka's impact promise.