

Sandra Elena ten Zijthoff

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Professional experience

Owner at MiniDigi.Co, March '11 - present (10 years)

Freelance Communications Specialist

- Content creation: Copywriting and editing, creating visual content (infographics, videos, photographs, graphic design)
- Developing strategic communication plans across channels including broadcast and print media, social media, email marketing
- Streamlining communications systems, media management and website maintenance
- Developing clients' brand and messaging
- Optimizing digital presence based on current trends and best practices (SEO, audits, re-purposing content, analytics)
- Current/recent clients include: [Heal Club](#), [Wanderbus Ecuador](#), [The International Focusing Institute \(all-around communications support - email marketing, campaigns, social media, multimedia\)](#), [Asylum Access](#), Congressum Consulting Inc. (communications consultant), [Hispanics in Philanthropy \(graphic designer\)](#), [YWCA \(graphic designer\)](#)

Asylum Access, May '12 - June '18 (6 years)

Creative Lead, Quito, Ecuador

- Led storytelling and multimedia content to illustrate the organization's impact, including [photography](#), [video](#), and [graphic design](#)
- Established the institutional brand identity, including messaging and development of visual brand (templates, style guides)
- Launched digital campaigns for targeted audiences using email marketing, social media and media outreach strategies
- Coordinated production of print and digital material including: reports, infographics, brochures, and posters

Feinstein International Center - Tufts University, January '12 - December '12 (1 year)

Principal Researcher, Quito, Ecuador

- Carried out a livelihoods study on urban refugees in Quito and Guayaquil
- Drafted a final report based on qualitative data and an in-depth analysis of results
- Managed a team of four assistant researchers and organized workshops with stakeholders to present findings

Organización Guaruma: jóvenes hondureños para el desarrollo educativo, June '10 - March '11 (8 months)

Director of Photography and Graphic Design, Las Mangas y El Pital, Honduras.

- Managed photography and graphic design program, including scholarships, finances and volunteer team
- Taught weekly after school classes to students aged 10 - 20
- Led public relations with partners, national and international donors, and the local community.

K2M Limited, Hilversum, The Netherlands Feb '10 - May '10

Researcher and analyst for an EACEA European Commission-contracted study on "Entrepreneurial dimensions of cultural and creative industries in Europe"

- Gathered qualitative data, conducted in-depth data analysis and assisted in compiling and editing a final report, approved by the EACEA.

MAFE (Migration between Africa & Europe) project, Researcher, Amsterdam, The Netherlands. Apr '09 - Aug '09

- Conducted in-depth interviews with Ghanaian migrants living in Amsterdam

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Education

M.Sc. International Development, Universiteit van Amsterdam 2008 – 2009

Investigated the informal and formal social networks of Filipino migrant domestic workers in Beirut, Lebanon using qualitative and quantitative research methods.

B.S. Anthropology, University of Colorado at Boulder 2003 - 2006

Skills

- Copywriting and editing
- Bilingual (English/Spanish)
- Communicative, accustomed to remote work
- Digital marketing strategies
- Social media and multimedia management
- Branding and messaging
- Graphic design, photography and video production
- Website creation and management
- Qualitative research methods

Software

- GSuite and Office Suite
- Email marketing: Mailchimp, Constant Contact
- Adobe Creative Suite: Illustrator, Final Cut Pro X, After Effects, In Design, Photoshop, Lightroom, InDesign
- Website design: Wordpress, HTML/CSS

Languages

- English (fluent)
- Spanish (fluent)
- French (basic)
- Dutch (basic)

Additional certifications

- HubSpot Content Marketing Certification '17
- HubSpot Email Marketing Certification '17
- HubSpot Social Media Marketing Certification '17

References

The International Focusing Institute / Elizabeth Cantor / Administrator / elizabeth@focusing.org
Asylum Access / Emily Arnold-Fernández / Executive Director / emily@asylumaccess.org
Congressum Consulting Inc. / Henry Vega / Canada Trade Representative / henry@congressum.ca
Hispanics in Philanthropy / Katherine Mancera / Director of Communications / katherine@hiponline.org