



# STEVEN A. HENDRIKSE

CREATIVE MARKETING STRATEGIST

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Breda, The Netherlands

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## // CORE SKILLS

### AI & Strategy

Workflow design, prompt engineering, AI-assisted content pipelines.

### SEO / SEA

Technical audits, on-page optimization, Google Ads, Search Console.

### Branding & Identity

Visual systems, brand guidelines, logo design, print design.

### Front-end & E-commerce

Wordpress, Woocommerce, HTML/CSS, Divi, Custom plugins.

### Content & AV Production

Video, photography, editing, social content, motion graphics.

### Analytics & Growth

GA4, conversion tracking, reporting, dashboards, CRO.

## // TOOLS & PLATFORMS

ADOBE SUITE FIGMA GA4

AHREFS GOOGLE ADS

WORDPRESS WOOCOMMERCE

DIVI RANK MATH ADOBE PREMIERE

AFTER EFFECTS PHOTOSHOP

ILLUSTRATOR CLAUDE/GPT

MIDJOURNEY CANVA

## // EDUCATION

### Creative Business

Breda University of Applied Sciences  
2018 - 2022

### International Game Design

Breda University of Applied Sciences  
2014 - 2018

## // LANGUAGES

Dutch **FLUENT**

English **FLUENT**

Spanish **FLUENT**

## // Profile

Creative marketing professional with a higher education background in Creative Business and hands-on experience across the full marketing stack — strategy, branding, SEO/SEA, front-end development, content production, and AI-enhanced workflows. Proven ability to operate as a solo marketing department, delivering complete brand systems, e-commerce builds, and measurable growth. Comfortable bridging creative and technical disciplines that most teams keep separate.

## // Experience

### Digital Marketing & Design Specialist

Boncreations BV

2024 - 2026

ALLROUND MARKETING RESOURCE

- Designed a complete brand identity system — logo, palette, typography and an 80-page brandbook — for Boncreations and two sister brands from scratch.
- Produced video ad campaigns, photography and social content; established internal AI image generation guidelines to protect brand authenticity.
- Developed a custom Wordpress scheduling plugin replacing all paper-based booking and appointment management for office staff.
- Led full technical SEO strategy using Ahrefs and Rank Math; managed Google Ads campaigns and GA4 implementation, driving measurable improvement in organic search visibility.
- Created 800+ digital product colour assets in Photoshop for a 111-color chart built entirely from scratch, including colour research, naming and physical mixing.
- Designed and partially built two website versions — one in Divi from a Figma prototype, one in HTML/CSS — alongside full Woocommerce catalogue management for 300+ products.
- Built and launched a custom Woocommerce colour selector plugin handling 100+ variants, live pricing, and admin-managed ordering PHP, JS in an AI-assisted workflow.

300+  
PRODUCTS CATALOGUED &  
IMAGED

80+  
PAGE BRANDBOOK  
AUTHORED

111+  
PRODUCT COLOURS  
DESIGNED

### AV Producer

Bredanu — Local Broadcaster

2019 - 2022

INTERNSHIP - VOLUNTEER

- Produced, directed and edited a full season of a cultural cooking show — coordinating guests, locations, scheduling and full post-production per episode.
- Filmed and edited news items and live TV broadcasts for daily output.
- Continued as volunteer as contributor to live productions including Sanseveria TV (carnival) and Swim to Fight Cancer.

### Director & Editor Documentary — “Ver van Thuis”

Urban Living Lab Breda

2022

DOCUMENTARY FILM

- Produced, directed and edited a two-episode Dutch documentary on Ukrainian war refugees; official premiera at Chassé Theater Breda, screened at multiple venues.