FELICIA CECILIA KOOISTRA

MA IN INTERNATIONAL FASHION MANAGEMENT AND BBA IN INTERNATIONAL BUSINESS



ABOUT ME

Creative, organized and driven, with a great ambition to become successful in everything I do. Internationally oriented and ambitious. Enthusiastic about branding, content & well-done marketing. Interested in everything related to Fashion & Luxury. Striving to become the best and most productive version of myself every day.

PERSONAL DETAILS

Surname: Kooistra
Name: Felicia Cecilia
Gender: Female
Address:
Postal code:
Phone:
E-mail:
Date of birth: 16-11-1998
Nationality: Dutch

‘All about commercial thinking, with a creative mind.’

EDUCATION

Master International Fashion & Luxury Management, Rome Business School, Rome, Italy | 2023 - 2024

Minor Entrepreneurship In Action, Universitas Triatma Mulya, Bali, Indonesia | 2022

Minor The Inspirational Coach And Leader, Universitas Triatma Mulya, Bali, Indonesia | 2022

Bachelor International Business, NHL Stenden University of Applied Sciences, Leeuwarden, Netherlands | 2019 - 2023

Organisation and People, International Marketing, Operations and Supply Chain Management, International Financial Management, Business Planning, Business Strategy, Value Driven Leadership, Critical Thinking, Business Consultancy. Extra curricular activities: presenting University.

Specialist Fashion and Tailoring, D’Drive, Firda, Leeuwarden, Netherlands | 2015 - 2019

Designing, Tailoring, Concept creation, Buying, Taking measurements, Setting up a business plan, Marketing.

WORK EXPERIENCE

07/2024 - PRESENT

Freelance Marketeer & Content Creator | Felicia Cecilia, Leeuwarden, NL

Self-employed creative specialised in the international Fashion, Lifestyle, Luxury and Equestrian environment. Copywriting, Content Creation, Social Media, Concept Development, Brand Strategy, Foreign Communication.

06/2025 - 12-2025

Content Marketeer | OG Clean Fuels, Heerenveen, NL

Content Marketing, Social Media Management, Copywriting, Concept Creation, Public Affairs, International Communication, Italian Translation.

05/2024 - 05/2025

Content Marketeer | Epplejeck Horse & Rider Heerenveen, NL

Brand Marketing, Blog writing, SEO, Product specialist, Content Creation,, Copywriting, Supplier contact, Responsible for collection launch, E-commerce, Equine industry.

CORE SKILLS

CREATIVITY

Born into an entrepreneurial family, I have always balanced creativity with sharp commercial instinct. Creativity has been a constant thread throughout my career, beginning with my early experiences in design and fashion, and evolving into roles in content creation and digital marketing. My ability to fuse creative innovation with strategic commercial thinking is my greatest asset, driving success and adding value in every professional endeavor.

ORGANIZATION

Upon completing my collection for my Fashion Design degree, I organised a photoshoot in Paris to showcase my work. This involved coordinating various elements including selecting locations, arranging transportation, securing a photographer, and hiring two models. From that point forward, my organizational skills have remained a guiding thread in my career.

FLEXIBILITY

I thrive in dynamic environments, where my adaptability allows me to contribute effectively while staying anchored in my specialist field. I approach challenges with a solution-oriented mindset, focusing on finding effective resolutions, rather than dwelling on problems.

INDEPENDENCE

While I have extensive experience collaborating in teams throughout my career and academic journey, I excel in independent work, demonstrating high productivity and self-motivation. I anticipate deadlines effectively and take proactive steps to ensure tasks are completed on time.

LANGUAGE SKILLS

Dutch	C2	**French**	B1
Frisian	C1	**Italian**	B1
English	C1	**German**	A1

OTHER SKILLS

- Intercultural Teamwork
- Familiar with Microsoft Office, Adobe Photoshop, Adobe Illustrator and Adobe InDesign
- Video editing

07/2022 - 10/2023

Online Marketeer | Big Bazar Headquarters, Amsterdam, NL

Focused on Online Marketing, Social Media, Content Creation, Copywriting, Translation work and TV productions.

08/2021 - 02/2022

Digital Marketing Expert | Leclerc Baby, Rotterdam, NL

Social Media Management, Organization Skills, Communication, Problem Solving, Creativity Skills, Planning, Social Media, Intercultural teamwork, Time management, Translation, Intercultural Skills.

02/2018 - 07/2018

Intern Sleepwear Design | CYELL, Oude Leije, NL

Carrying out production controls, working with Adobe Illustrator, filling out, worksheets in Microsoft Excel, partly responsible for the collection book.

08/2016 - 02/2017

Intern Tailoring | ROKA, Groningen, NL

Tailoring suits, responsible for the rent-department, advising in store, creating store displays.

INTERESTS & ACTIVITIES

The equestrian sport has been a defining passion in my life, shaping my character and instilling in me a profound sense of duty and responsibility since the age of six - something that will stay with me forever. Additionally, I find great fulfillment in exploring diverse cultures, embracing new experiences, and sharing my journey as a content creator on social media platforms.

WHAT PEOPLE SAY ABOUT ME

*''Felicia is a **friendly** and eager team member. Her **outgoing** personality allows her to easily connect with others. Our **social media planning** and **content creation** were on point and on time thanks to her **creativity** and **structured** way of working.''*

*''The next team she will work with will be lucky to have her! Her **dedication**, as well as her personality, are a **valuable** and delightful addition.''*

*''Felicia is one of the kindest people that I have worked alongside off. She is **intelligent**, very **enthusiastic**, and **driven**. On top of that, she always went the extra mile and delivered **excellent** work.''*

*''A couple of words that come to mind when talking about Felicia are; **confident**, **communicative**, **motivated**, **joyful**, and **helpful**.''*