

# LEONI FOHR

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## PROFESSIONAL SUMMARY

Highly motivated, digitally-savvy Online Communications Coordinator with 5+ years' experience driving operational efficiency and online performance. Excellent copywriting, editing and translating skills, a devoted storyteller and fluent in social media, SEO, SEA, and Content Management Systems. Recognized for successfully leading teams to produce captivating online copy, digital campaigns and engage diverse audiences. As a creative communicator, I thrive under pressure, and I cannot wait to boost your company's digital presence.

## WORK EXPERIENCE

### **Welocalize - Dutch Language Lead A/E and Linguist** **Arcata, CA, USA (Remote) • 09/2020 - Current**

- Translate and localize diverse language materials
- Support production management team and A/E linguists
- Ensure quality standards through thorough QC
- Assess potential new hire's linguistic capabilities
- Research and answer linguistic questions

### **Pairagraph Copywriting - Founder and Owner** **Arcata, CA, USA (Remote) • 01/2017 - Current**

- Founder and developer of independent business
- Strengthen client relations, manage daily operations, administration, finance and marketing
- Coordinate, create and translate engaging, SEO-friendly content for various international businesses
- Design and SEO-optimize [www.pairagraph.info](http://www.pairagraph.info)

### **War Child - Freelance Online Coordinator** **Arcata, CA, USA (Remote) • 07/2019 - Current**

- Editor-in-chief for corporate websites, Annual Report
- Develop, implement communication strategy
- Create, edit, translate and localize content
- Track, report, analyze and boost websites' analytics
- Collaborate to elevate online presence and SEO

### **War Child - Communications Officer Online** **Amsterdam, The Netherlands • 04/2017 - 07/2019**

- Utilized exceptional writing and editing skills for well-coordinated, engaging and error-free digital content
- Crafted and carried-out online performance strategies
- Collaborated to rebuild and optimize websites
- Drove growth of website's donations by 35 and 52%
- Revamped communication style, tone of voice

## SKILLS

- Comprehension of Dutch language, culture
- Translation and localization (EN-NL/ NL-EN)
- Project management, planning and QC
- Copywriting, editing and proofreading
- Content and digital strategies
- CMS, Google Analytics, basics of HTML
- SEO, SEA, Moz, Yoast, Hotjar

## EDUCATION

### **Master of Science - Sociology:** **Social Problems And Social Policy**

University of Amsterdam, Amsterdam,  
The Netherlands • 08/2016

- Thesis: 'Bridge the Gap: A qualitative study on a perceived skills gap in Amsterdam'
- 3.5 GPA

### **Bachelor of Science - Interdisciplinary** **Social Sciences**

University of Amsterdam, Amsterdam,  
The Netherlands • 07/2015

- Thesis: 'Extra-Curricular Experience: What Does it Really Bring You?' (2015)
- 3.4 GPA

## EXTRACURRICULAR ACTIVITIES

### • **President of the Board of Advice**

09/2014 - 10/2017 • Student Association  
Pegasus, University of Amsterdam

### • **President of Student Association Pegasus**

09/2013 - 10/2014 • University of Amsterdam

### • **Board Member of the Faculty Association**

09/2013 - 10/2014 • Faculty of Social and  
Behavioral Science, University of Amsterdam

### • **Chief Editor of Student Magazine**

09/2012 - 08/2013 • Student Association  
Pegasus, University of Amsterdam

### • **Chair Sports Committee**

09/2012 - 08/2013 • Student Association  
Pegasus, University of Amsterdam

**“Leoni is a seasoned translator, editor and project coordinator, well-versed in collaborating to produce engaging content that drives online performance.”**

- Bas van Kooij, Online Coordinator at War Child

**Audrey Kraft Psychotherapy - Administrative Assistant  
Amsterdam, The Netherlands • 11/2016 - 02/2018**

- Created, processed and organized files and records
- Communicated with health care providers to receive orders, direct activities and instructions
- Performed scheduling and other administrative services
- Managed office inventory by restocking supplies
- Improved efficiency of operations and record keeping

**War Child - Freelance Digital Editor  
San Francisco, CA, USA (Remote) • 02/2017 - 04/2017**

- Boosted brand awareness through marketing and digital strategies
- Translated brand strategies into effective multi-media Dutch and English content for websites and social media
- Played key role in coordinating digital projects
- Conducted editorial meetings to review publications
- Advised on reaching specific target audiences
- Monitored online advertising, social media campaigns

**Tripadvisor Inc. - Client and Customer Support Officer  
Amsterdam, The Netherlands • 10/2014 - 11/2016**

- Engaged clients over phone and e-mail to provide information, answer questions and address complaints
- Taught customers how to use company systems
- Maintained accurate customer accounts data
- Monitored and quality standards in line with policies
- Implemented customer service improvements
- Carried-out substantive quality and fraud checks
- Created and updated website information for clients

**University of Amsterdam - Student Advisor  
Amsterdam, The Netherlands • 11/2011 - 08/2013**

- Advised students on courses and career options
- Managed CRM student database, including troubleshooting, updates and report generation
- Fostered communications between university and student body stakeholders through weekly meetings
- Reduced expenses and improved daily operations

**Athletics Club Feniks - Track and Field Coach  
Amsterdam, The Netherlands • 04/2011 - 06/2013**

- Taught various track and field training techniques
- Compiled and carried-out lesson plans safely
- Organized annual team building outings
- Build athletes' endurance, strength and agility

## **LANGUAGES**

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Dutch	• • • • •
English	• • • • •
German	• • •
French	• •
Spanish	• •

## **INTERNSHIPS**

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**War Child - Intern Online Editor  
Amsterdam, The Netherlands  
09/2016 - 01/2017**

- Devised website content and e-mail newsletters to raise awareness and funds
- Crafted compelling social media messaging to increase online engagement
- Designed and edited corporate landing and campaign pages in CMS

**Moyee - Trainee Project Management  
Amsterdam, The Netherlands  
05/2015 - 08/2015**

- Assisted project manager of professional networking event
- Organized and monitored schedules to meet deadlines
- Cut down expenses through effective negotiations with third parties
- Drafted project plan and material list

## **VOLUNTEER EXPERIENCES**

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- **Uniek Curaçao - Environmental Volunteer**  
Willemstad, Curaçao • 01/2011 - 03/2011
- **Edukans - School Exchange Representative**  
Kampala, Uganda • 11/2008 - 04/2009

## **CERTIFICATES**

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- **Secrets of Grant Management**  
Amsterdam, The Netherlands • 04/2017
- **Track and Field Coach**  
Amsterdam, The Netherlands • 08/2012