

# Evi Kerckhoffs

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## Professional Summary

Digital Marketing & Communications Professional with 7+ years of experience driving results through paid media, SEO, and strategic branding. Skilled in multi-channel campaign management, landing page optimization, and analytics to boost visibility and conversions. Recognized for strong organization, adaptability, and delivering measurable impact for both B2B and consumer clients.

## Work Experience

Tidehouse Agency | Remote, United States | Digital Marketing Specialist | Aug 2024 – Present

- Manage and optimize **multi-channel paid campaigns** (Google, Meta, Microsoft, LinkedIn, Yelp, Yext, Reddit), including copywriting, creative development on Canva, lead tracking, and budget planning & management.
- Drive measurable ROI for clients, including **69% organic engagement growth** and **180%+ conversion increase** in under a year for a client.
- Execute **SEO strategies** (content calendars, link building, GBP optimization, on-page SEO), elevating **34+ clients** from rank **40+** to page 1.
- Develop and optimize **landing pages** (WordPress, Unbounce, Instapage) to improve lead generation.
- Build reports and lead insights using **GTM, Google Ads, RankRanger, Semrush, NinjaCat, CallRail, and Zapier**, guiding monthly performance reviews and strategic planning for client presentations.
- Grew responsibilities rapidly, scaling portfolio to **35+ clients**, of local & national clients and B2B accounts.
- Additional tools: Microsoft Office Suite, Facebook, Instagram, YouTube, Teamwork, and HubSpot.

The Communicator | Contractor Social Media Manager & Copywriter | Multiple Companies Internationally | January 2017 – August 2024

- **Manage online marketing** by developing & implementing marketing strategies for 11 companies, tracking results and adjusting as needed using social media analytics tools, **increasing following by 340.27%** and **client base by 33.51%**.
- Covering **social media accounts** and website **SEO management**, by developing and executing strategies to **increase website traffic, enhance brand awareness**, and achieve goals, increasing website traffic by **42.23%**.
- **Write copy, create content**, and maintain content through social media management platforms and content calendars by ensuring brand alignment and adhering to scopes, significantly **increasing customer engagement by 241.77%**.
- Develop and implement **digital growth strategies** containing social media **content creation, paid ads**, and a focus on **digital engagement**. Tracking these strategies through metrics and analytics for digital platforms and adjust where necessary, leading to stronger brand awareness.

Wereldpaden Foundation (World Paths Foundation) | Volunteer Board Member, Treasurer, and PR Manager | The Netherlands | March 2023 – present

- **Manage public relations and online marketing** by developing & implementing marketing strategies, significantly **increasing the foundation's awareness** and fundraising leading to donations.
- Supporting the foundation's goal of giving indigenous tribes a voice by proposing and **approving projects and recruiting sponsors**, helping the foundation grow.

Under Your Skin Foundation | Volunteer PR and Social Media Manager | The Netherlands | June 2021 – August 2022

- **Managed PR and social media accounts** by implementing marketing strategies and SEO, resulting in **foundation and cause awareness and increasing donation amounts**.

Koninklijke Harmonie van Heer (Royal Harmony of Heer) | Volunteer Public Relations & Event Organizer | The Netherlands | January 2014 – August 2022

- Acted as a member of the Public Relations Commission by helping **organize events and create advertisement campaigns**, resulting in raising money, and improving brand awareness.

Stichting Samen Onbeperkt (Together Unlimited Foundation) | Volunteer Copywriter | The Netherlands | August 2018 – February 2020

- **Created copy** for the foundation magazines, flyers, and website content and **increased awareness** of the foundation's work for people with a disability or chronic disease within the region.

## Education

Master of Science in Communication Science at Radboud University | 2022

- Studied the **psychological aspects of communication**, learned about **persuasion techniques**, and focused on how to use these for **pro-social goals** such as for NGOs.
- Wrote thesis about the value of **self-disclosure in long-distance relationships**.
- **Graduated with honors** (Cum Laude) with a 3.7 GPA.

Bachelor of Arts in Communication at Fontys University of Applied Sciences | 2020

- Learned about **all aspects of communications and marketing**, in theory and practice by helping twelve companies reach goals like **crisis communication plan development**, **advertising campaigns**, and **strategic brand awareness plan development**.
- Acted as **Student chairman** improving the quality of education and learning great leadership skills.
- **Tutored international students** through personal coaching, learning a lot about intercultural cooperation and leadership.
- **Graduated with honors** (Summa Cum Laude) with a 4.0 GPA and won **award for Best Thesis**.

Bachelor Graduation Thesis and Internship at Weber State University Athletics Department | Ogden UT | 2020

- Researched how mascots can create more community commitment to the university by writing an **in-depth strategy report**, including an **implementation plan**, and **advice report** in thesis.
- Won the **award for the Best Thesis** of bachelor program in 2020.

Social and Cultural Minor at Tecnológico de Monterrey | Monterrey NL, Mexico | 2019

- Studied **Media and Culture**, **Sociology**, **International Marketing**, and **Ethics** with a 4.0 GPA.

Communication Internship at Maastricht Convention Bureau | 2018

- Developed a substantive **communication plan**, tracked and profiled **social media channels**, executed **copywriting**, and maintained and edited the **website**.

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## Certifications

Google Ads Display, Google Career Certificates 2024

Google Analytics, Google Career Certificates 2024

Google Ads Search, Google Career Certificates 2024

Google AdWords, Skillshare 2024

SEO Certification, HubSpot Academy 2023

CMO Foundations: Measuring Marketing Effectiveness (ROI), LinkedIn Learning 2023

Essential Skills for Social Media Managers, LinkedIn Learning 2023

Management Essentials, Project Management Institute 2023

Certificate Fundamentals of Digital Marketing, Google 2018

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## Core Competencies

Paid Digital Marketing, SEO, Multi-Channel Campaign Management, Social Media Management, Landing Page Optimization, Content Creation & Copywriting, Reporting & Analytics, Strategic Planning, Budget Planning, Project & Client Management, Brand Awareness, B2B & B2C Communication, Programmatic, Email & SMS Marketing

## Technical Skills

Google Ads (Search, Display, Demand Gen, Performance Max, AI Max), Local Services Ads (LSA), Meta Ads Manager, Microsoft Ads (Bing), Google Analytics, Google Tag Manager, WordPress, Semrush, RankRanger, Zapier, Facebook, Instagram, Twitter (X), YouTube, LinkedIn, Reddit, Constant Contact email & SMS marketing, CRM Integration

## Soft Skills

Problem Solving, Creativity, Collaboration, Adaptability, Organization, Strategic Thinking, Data-Driven Decision Making, Client Relationship Management, Leadership, Time Management

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