



JEROEN SCHEPER

ABOUT ME

I'm a multidisciplinary marketing & sales leader who moves between strategy and execution. Grounded in communication and multimedia design, I grew into leadership across agency, client-side, and entrepreneurial environments in sports, tourism, retail, and entertainment. A process thinker with commercial awareness, shaped by a cross-cultural upbringing that carries into how I build partnerships and lead international teams.

SKILLS

Natural leadership, Creative problem solving, Intercultural relations, Collaboration, Conflict resolution, Coordination, Critical thinking, Attentive, Flexible.

SOFTWARE

Asana, Adobe Creative Suite, Figma, Miro, Discord, Monday, Google Workspace, Microsoft 365, Dropbox

LANGUAGES

English, Dutch, Spanish & Papiamentu (Caribbean creole).

GET IN TOUCH

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RELEVANT EXPERIENCE

MARKETING & SALES MANAGER

Dive Friends Bonaire | Dec 2024 - Present

- Upper management team member
- Lead marketing strategy across 7 diveshops and 4 fashion retail stores
- Develop and execute annual marketing plans and budgets for diving and retail
- Develop white-label diveshop concepts with accommodation partners
- Develop propositions and lead go-to-market strategy for new dive products and services
- Represent the company at international dive and tourism trade shows

OPERATIONS MANAGER & CLIENT LEAD

Studio GraphicHunters | Jun 2022 - Jun 2024

- Upper management team member
- Client lead for A+ brands in sports
- New business development
- Project lead from brief to invoice.
- Implementing and optimizing operations.
- Implementing and reporting of growth strategy
- Team lead & talent development
- Art direction and intercultural insights for Caribbean related projects

FREELANCE CREATIVE STRATEGIST

JRN | Nov 2014 - Dec 2024

- Brand Strategy
- Business development
- Concepting
- Art direction
- Project management

BRAND MANAGER & CONTENT MARKETEER

Flexpower Europe | Jul 2020 - May 2022

- Developing marketing and content strategies
- Development of campaigns and commercials
- Campaign producer & director (seasonal campaigns & hygiene content)
- Graphic design for web and social assets
- Product video- and photography
- Team lead for marketing operations

FREELANCE CLIENT LEAD & CREATIVE PRODUCER

RECENT | Sep 2018 - Jun 2022

- Producing music videos and short films
- Client lead and project management for design and A/V projects

EDUCATION

HOGESCHOOL ROTTERDAM, NL

Bachelor in Communication & Multimedia Design, 2022

- Researching, concepting and designing multimedia products with a user-first approach.

WILLEM DE KOONING ACADEMY, NL

Minor+ Programme Visual Culture, 2019

- Visual communication in pop culture, visual communication in intercultural relationships, and the history of visual culture and its impact on contemporary visual language.

REFERENCES

Available on request.