

Thaisa Appelman

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SUMMARY

Passionate about the power of words, I bring creativity and strategy to the table. At Typetone.AI, I've crafted 20+ marketing and AI articles, boosting user rates by 33%. My keyword research increased organic traffic by 35%, and translating over 100 web pages enhanced international engagement by 20%. With a keen understanding of consumer behavior and experience in diverse teams, I'm eager to amplify your brand's voice and drive high-converting content. Let's discuss how I can contribute to your marketing success.

PROFESSIONAL EXPERIENCE

Taiger Consultancy Ltd. - Freelance University Admission Editor; Taiwan, Taipei (remote) **Feb 2022 - Present**

- Improved application quality led to a 71% surge in acceptance rates by refining 70+ motivation letters, CVs, essays, and recommendation letters for university admissions improving customer retention rate.
- Presented company services to over 80 prospective clients, showcasing the value of our editing expertise and resulting in a 10% increase in client acquisition.

Typetone.AI - Freelance SEO Copywriter; The Netherlands, Amsterdam (remote) **Dec 2023 - May 2024**

Helping freelancers, businesses and educators to leverage safe generative AI to create authentic content and foster growth.

- Wrote 20+ articles on marketing & AI, leading to a 33% higher user rate
- Conducted thorough keyword research to identify high-traffic opportunities, contributing to a 35% increase in organic search traffic.
- Translated over 100 web pages, leading to improved user engagement and increased international traffic by 20%.
- Managed and coordinated the creation of clear and concise FAQs and UX product instructions through effective project management, resulting in enhanced user experience and improved customer satisfaction.

KLM Royal Dutch Airlines - Business 2 Consumer Agent; The Netherlands, Amsterdam (remote) **Oct 2020 - Jul 2021**

- Stayed updated on COVID-related travel industry policies and KLM guidelines, ensuring accurate and relevant information for customers and increasing customer satisfaction by 20%.
- Collaborated with cross-functional teams to resolve complex issues, resulting in a 10% decrease in escalations and improved customer experience.

Real Adventure Group - International Marketing & Sales Assistant; Australia, Adelaide (remote) **Sep 2019 - Jan 2020**

- Managed website using Silverstrip and SEMrush for SEO, backend management, blogs, and keyword research.
- Executed content strategy for Instagram giveaways and discounted tours, boosting followers by 5%.

EDUCATION

MBA: International Business Administration, National Sun Yat-sen University (NSYSU); Taiwan, Kaohsiung. **Sep 2021 - Jul 2023**

- Exchange: Yonsei University, South Korea, Seoul

BBA: International Business and Languages, Amsterdam University of Applied Sciences; The Netherlands, Amsterdam **Sep 2017 - Jul 2021**

- Exchange: NSYSU, Taiwan, Kaohsiung

ADDITIONAL INFORMATION

Technical Skills: SE Ranking, Webflow, Weglot, Google Analytics, Google Drive, Silverstripe, Semrush, Mailchimp, Wix, Amadeus, Asana, MS Office.

Languages: Dutch, English, Mandarin, Spanish, French, Papiamentu.

Certifications: SEO Course Certification - Semrush Academy

Awards/Activities: Participated in the Hultz Prize and was promoted to the regional level, for our innovative proposal and pitch presentation on a recyclable solution for Thailand.