



Contact

Phone

+62 821 463 555 62

☎ +31 6 25 312 790

Email

sofie.angevaare@gmail.com

Nationality

Dutch

Current location

Bali, Indonesia (GMT+8)

Education

2010

Master Communication and Information Sciences (*cum laude*)
Tilburg University

2007

Bachelor Communications
HU University of Applied Sciences
Utrecht

Skills

- Content management/production
- Copywriting and editing
- Communication strategy
- PR management
- Inbound marketing
- AI prompting

Languages

English

Dutch

Portfolio

www.sofieswords.com

Sofie Angevaare

Content Specialist | Senior Copywriter

Good content checks boxes—great content builds trust and drives action.

I craft high-quality content that not only aligns with your brand voice and strategic goals, but also feels authentic. Through thoughtful writing and a genuine understanding of your audience, I help transform ideas into messages that inform, engage, and inspire.

Experience

- Sofie's Words | Remote, worldwide 2018 – current
Content Specialist | Copywriter | Editor
Client portfolio (a.o.): **CCV, Studytube, FeedbackFruits, Springest, BlueSoft, Deepl, Expedia, Growth Institute** and **Wonderbly**.
- SNS | Utrecht, Netherlands 2018 – 2019
Interim PR and Communications Consultant
 - Directed impactful multimedia PR campaigns and provided effective communications advice for the executive team.
 - Coordinated high-profile PR events, including television recordings.
 - Wrote and edited web texts, social media content and press releases.
- Mindvalley | Kuala Lumpur, Malaysia 2017 – 2018
Content Production Manager | Editor
 - Produced top-performing content for SEO and inbound marketing.
 - Managed content production and (final) editing of campaigns for various successful product launches.
 - Managed a team of writers and content producers.
- Betsson Group | Ta' Xbiex, Malta 2016 – 2017
Content Manager
 - Developed effective content strategies for two brands and set up automated KPI monitoring.
 - Managed multilingual content creation (UX and SEO) with a team of freelancers, journalists and video producers.
- Springest | Amsterdam, Netherlands 2014 – 2016
PR Manager | Content Marketer
 - Built a solid community of fans and followers through content marketing and PR.
 - Boosted visibility on key search terms and improved UX content.
 - Set up an effective automated lead generation system, resulting in hundreds of SQLs.
- Wisse Kommunikatie | Arnhem, Netherlands 2011 – 2014
Communications Consultant
 - Played a key role in pan-European PR projects (B2B and B2C) for companies like Evoswitch, ThyssenKrupp Encasa and Sharp.
 - Produced diverse ghostwritten materials for senior executives, including thought leadership articles, media statements, and in-depth whitepapers.
 - Created a strong PR campaign for SIRE, nominated for a Dutch PR Award.