



AMBER MITCHELL

COPYWRITER & CONTENT STRATEGIST

PORTFOLIO

ENGLISH

2014-2023



This is...

Amber Mitchell

Experienced copywriter, content specialist and content strategist with a track record of consistently providing global brands with influential content strategies, powerful thought leadership content, and compelling copy.

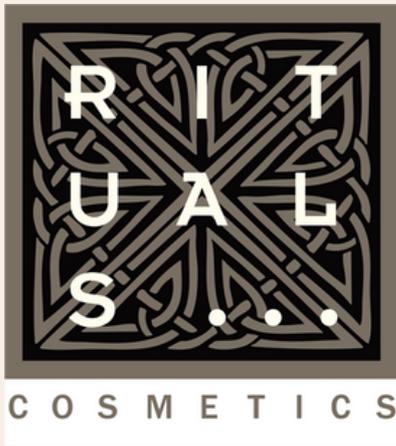
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Portfolio 2014-2023



 www.rituals.com

Deliverables

- Newsletters
- Product descriptions
- Branded content
- Social media posts
- Online articles

Skills

- Thought leadership content writing
- Creative copywriting (B2C)
- SEO best practices
- Blog article writing
- Creative writing
- Translations
- Storytelling

Languages

- English
- Dutch

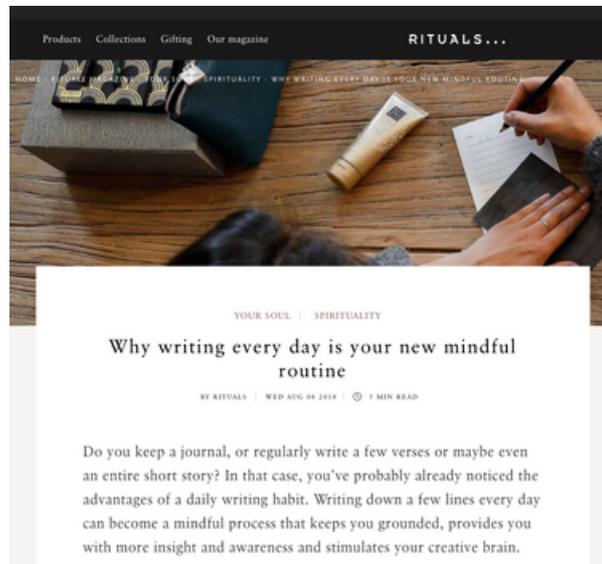
RITUALS COSMETICS

FEBRUARY 2018 – AUGUST 2018

Project summary

What started out as a Dutch beauty retailer, has grown into an internationally recognized cosmetics brand. I helped Rituals Cosmetics reach a large audience by writing for their online magazine, highlighting their products, and creating social media content. Find a selection of my online articles on health, beauty & wellness, mindfulness, literature & music below. All articles are written in English and in Dutch.

- [Find Your Mind-Body Connection with Music](#)
- [Sow the Seeds of Soulfulness in Your Garden](#)
- [5 Ways To Sleep With The Season](#)
- [Why Colour May Be the Secret to a Good Mood](#)
- [Why a Daily Meditation Practice is More Beneficial Than Going on Holiday](#)



Testimonial

"Amber filled in for me at Rituals Cosmetics when I was engrossed in a large website project. She saved the day by writing engaging articles for the brand's online magazine, in both Dutch and English. She is the real deal – her writing style is accessible, her command of language is stellar and she was able to seamlessly pick up the slack and deliver high-quality work against tight deadlines. Your brand is in excellent hands with Amber."

– Lisa Bennett, creative copywriter at Rituals Cosmetics



 www.air-force.com

Deliverables

- Brand story
- Voice & tone guidelines

Skills

- Thought leadership content writing
- Creative & persuasive copywriting (B2C)
- SEO best practices
- Storytelling
- Transcreation

Languages

- English
- Dutch

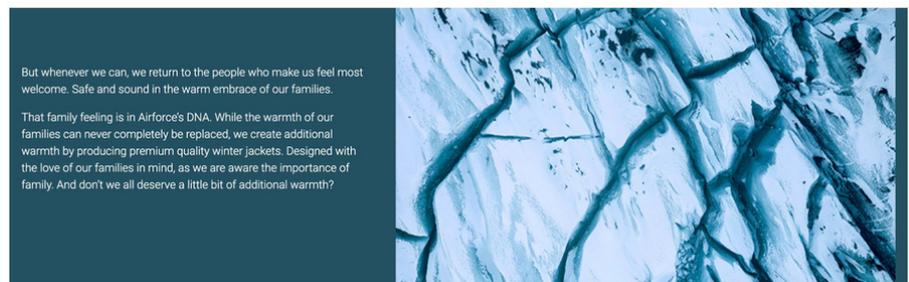
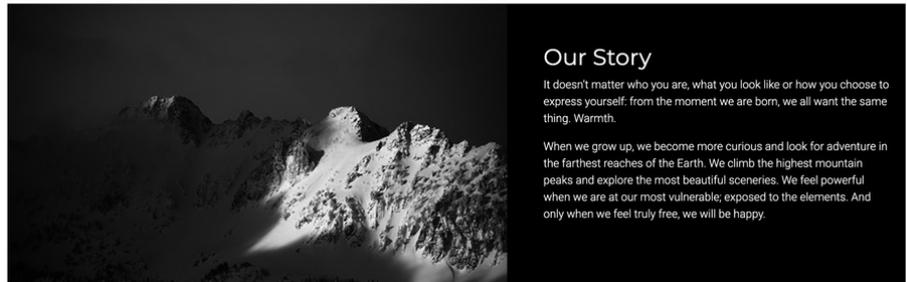
AIRFORCE

MARCH 2019 – APRIL 2019

Project summary

Fashion brand Airforce asked me to craft their brand story, in both English and Dutch. Airforce - not just another family business: they are a family. They know how important it is to have people close to you, people to rely on. I'm honored that they've trusted me to capture their values in only a few sentences.

HOME / OUR STORY



[Read the brand story on the Airforce website.](http://www.air-force.com)



 www.nachtlabagency.com

Deliverables

- Brand manifesto
- Pitch decks & copy decks (Keynote)
- Roadmaps & toolkits for experiential marketing strategy campaigns
- Brand stories & voice-over copy for promotional videos
- Website copy
- Content calendars, blog posts, social media posts, and newsletters
- Brand identity & style guide
- Voice & Tone guidelines
- Social media copy

Skills

- Content strategy
- Thought leadership content writing
- Creative writing
- Storytelling
- Persuasive copywriting (B2B & B2C)
- Transcreation
- Script writing
- Journalism
- Interview skills
- Marketing strategy
- Keynote
- Social media content creation

Languages

- English
- Dutch

NACHTLAB AGENCY

JANUARY 2017 – FEBRUARY 2019

Project summary

Creating immersive experiences that transcend everyday life: that's what Nachtlab Agency does so well. This Amsterdam-based agency develops and executes experiential marketing campaigns to promote festivals and events on a global scale. These events are commissioned by brands such as Absolut Vodka, Amsterdam Dance Event (ADE Green), Corona Extra (Corona Sunsets Festival), Cubanisto, DGTL Festival, Estrella, Harman Kardon, Parley for the Oceans, Perrier Jouet, Pernod, and many more. While working with this experiential marketing agency, I've contributed to the development and execution of numerous pitches and experiential marketing campaign roadmaps for these brands.

Crafting their brand manifesto was one of my favorite projects. The process involved conducting interviews with the founders of this Amsterdam-based experiential marketing agency, coming up with the right tone of voice, diving into the creative writing process, and coming up with the brand story you'll hear in this powerful, mesmerizing video.



[Watch the brand manifesto video](#)

Testimonial

"A great personality that helps us bring our DNA and ideas to life through sheer poetry and effective words. Amber rocks!"

– Sylvester Lindemulder, Nachtlab Agency Founder



 www.baasamsterdam.com

Deliverables

- Brand story
- Voice & tone guidelines
- Website copy
- Documentary film synopsis
- Press releases

Skills

- Brand strategy
- Content strategy
- Thought leadership content writing
- Persuasive copywriting (B2C)
- Creative writing
- SEO copywriting
- Transcreation
- Journalism

Languages

- English
- Dutch

BAAS AMSTERDAM

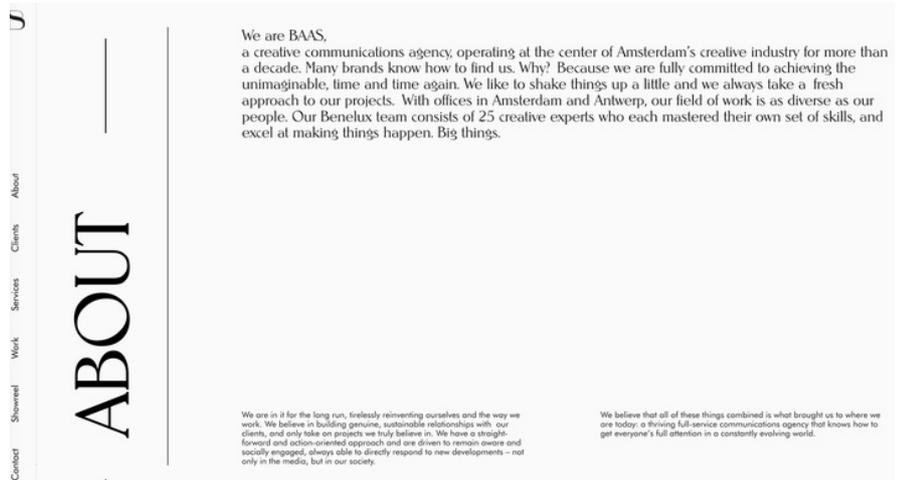
FEBRUARY 2017 – JUNE 2023

Project summary

Marketing agency BAAS Amsterdam knows where to find me whenever they need a copywriter to deliver press releases, and other marketing & PR materials ahead of deadline.

One of the projects I worked on, was creating their brand story - featured on their About page.

[View the about page](#)





 www.vice.com

Deliverables

- Articles
- Advertorials
- Branded content
- Social media content
- Documentary subtitles

Skills

- Pitching article ideas
- Copywriting
- Copy editing
- Translation
- Subtitling
- Journalism
- Storytelling
- Interview skills
- WordPress CMS

Languages

- English
- Dutch

VICE MEDIA GROUP

JUNE 2014 – JULY 2017

Project summary

This global online media platform is focused on culture, popular science, human interest, and news topics. As a freelance writer and translator for VICE, I was responsible for a wide range of deliverables. My articles, interviews and translations were featured on the Dutch, UK and US pages and across various channels. And while working as a copy editor at the Amsterdam headquarters, I helped many editorial interns reach their full potential.



One of the many articles I translated for VICE.

MAY 2020 – APRIL 2020

 www.expatriepublic.com

Deliverables

- Online article: 'Selling Your Property in Amsterdam'

Skills

- Creative copywriting (B2C)
- SEO best practices
- Blog article writing
- Thought leadership content writing
- Research
- Interview skills

Languages

- English
- Dutch

Project summary

Expat Republic offers a wealth of information for expats living in the Netherlands. For their website, I interviewed Dutch real estate agent Jarl Brouwer and subsequently wrote the article 'Selling Your Property in Amsterdam' which was published on the Expat Republic website.

Read the article



Selling Your Property: The Steps

Hiring a real estate agent

Selling a property is no small feat. With so much to think about, one could easily overlook small, yet vital aspects of the process. As Jarl says: the devil is in the details. If you forget all about that one document you were supposed to hand over to the buying party, there may be unwelcome consequences. And what about the rules and regulations pertaining to selling your property that can change over time? For instance, did you know that you may now get fined if you haven't applied for the [mandatory home energy efficiency label](#)? Although this rule has existed for quite a few years, Jarl tells us it has only been enforced since 2018. Owners of buildings without an energy performance certificate (EPC) could face fines between €170 and €340. These regulations and developments can be hard to keep track of.

Great real estate agents know what needs to be arranged and can take a lot of work off your hands. They will help you carry out a property valuation, get all the necessary paperwork in place, and sometimes even pay for things that are associated with selling a property. They can collect important data on your property from the local land registry (*Kadaster*) hire a professional photographer, market your listing, and organize an open house; the list goes on! Some real estate agencies, such as iQ Makelaars Amsterdam, even work on a customer-friendly "no cure, no pay" basis. In general, this means that such agencies only charge a percentage of the sales price, and withdrawal fees don't apply.



 www.thuisbezorgd.nl/en/order-takeaway

Deliverables

- Blog articles
- Social media copy
- Subtitles

Skills

- Creative copywriting (B2C)
- Food blogging
- Journalism
- Storytelling
- SEO best practices
- Research
- Translations

Languages

- English
- Dutch

JUST EAT TAKEAWAY

JUNE 2020 – DECEMBER 2020

Project summary

While freelancing for this international food delivery platform, I worked on a variety of stories and articles on restaurants and culinary trends in the Netherlands.

the
Takeaway

Food Trends Sustainability News Behind the Menu



BEHIND THE MENU SUSTAINABILITY — AUGUST 6, 2020 (UPDATED JUNE 22, 2021)

Can you guess which famous Dutch snack food just went vegan?

[Read "Behind the Menu: Sla"](#)

the
Takeaway

Food Trends Sustainability News Behind the Menu



Amber Mitchell

Amber is an Amsterdam-based copywriter turned digital nomad, always on the lookout for new places. It's no wonder her fondness of travelling has turned her into a sucker for international cuisine. Whether she's about to share a plate of Lebanese mezze with her friends, devour a Thai curry or bite into a tasty Surinamese roti roll: as long as it's packed with spices and full of flavour she'll be in food heaven.



 www.unloq.org

Deliverables

- Blog posts
- Social media posts
- Business case study: "Strengthening communication and collaboration skills within the Wikipedia Community".
- Online article: "E-learning meets e-coaching: powerful e-learning programs for behavioral development"

Skills

- Thought leadership content writing
- Copywriting (B2B)
- Content strategy
- SEO best practices
- Research
- Interview skills
- Storytelling
- Journalism
- Translations
-

Languages

- English
- Dutch

UNLOQ (FKA ECOACHPRO)

MAY 2018 - SEPTEMBER 2018

Project summary

UNLOQ (formerly known as eCoachPro) conducted a research project on e-learning programs, called "Strengthening communication and collaboration skills within the Wikipedia Community" and wanted to create a buzz around the publication of their findings.

While working with them, I wrote an extensive business case study on this research project, as well as an article titled "E-learning meets e-coaching: powerful e-learning programs for behavioral development."



The screenshot shows the ecoachpro website header with navigation links for home, solutions, and academy. The main content area features a 'BLOG' section with a sub-header: 'Keep up to speed with the latest news, research and insights in the field of professional leadership and behavioral development.' Below this is a post titled 'E-learning meets e-coaching: powerful e-learning programs for behavioral development'. The post text includes: 'E-learning is an applied way for people to develop new skills independently and at their own pace. However, the drop out is high and participants usually have difficulty applying new skills into practice. Including an e-coach who listens, thinks along and motivates during the e-learning program, proves to be an effective way to realize real behavioral changes on the work floor.' A sub-header for the case study reads: 'Case study: Strengthening communication and collaboration skills within the Wikipedia Community' by Amber Mitchell.



WILLEM DE KOONING ACADEMIE

JUNE 2019 – JUNE 2019

 www.wdka.nl

Deliverables

- Press release
- Online invitation

Skills

- Creative copywriting
- Storytelling
- Journalism
- Translation

Languages

- English

Project summary

This Dutch art academy wanted to generate PR and attract the public to the 2019 Willem de Kooning Academie Graduation Show. The result: "[Explore the Unexpected: an invitation to the 2019 Willem de Kooning Academie Graduation Show](#)".



Practice
ALL PRACTICES

Major
BACHELOR & MASTER PROGRAMMES

Year
2019

Type
EVENT

See you all next year!

We invite you to enter our Graduation Show. See, hear, and feel the questions that we as artists, designers and educators are asking ourselves. As we reflect on the roles we play in this world, and the changes happening around us, we do not stand idly by. Instead, we keep reinventing ourselves, reinventing art, reinventing design. This process knows no end, only intervals and milestones.

The Graduation Show embodies our path of self-directed learning and the ability to cross existing boundaries: we dare you to explore new territories, create new horizons and acquire a variety of new skills. By combining knowledge with imagination, by questioning established patterns and embracing the hybrid approach, we encourage tomorrow's artistic and design practices to reveal themselves.

At this year's exhibition, you will meet art that is so much more than art; design that is so much more than design. You will find the works of artists, designers and educators who are ready to become pioneers. Explore the unexpected with us.

[View the invitation page](#)



 www.crossfitede.nl/en

Deliverables

- Brand identity deck
- Tone & Voice guidelines
- Website copy

Skills

- Persuasive copywriting (B2C)
- SEO best practices
- Storytelling
- Content strategy
- Translations

Languages

- English
- Dutch

CROSSFIT EDE-VALLEI

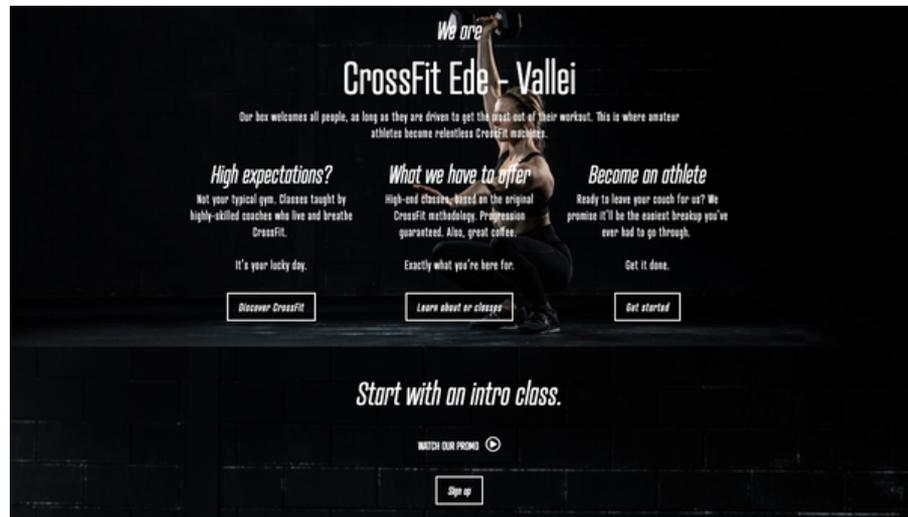
SEPTEMBER 2018 – OCTOBER 2018

Project summary

The brief:

Create a style guide and a brand voice that appeals to a very specific target audience and use it to build our Dutch website copy.

Now do it again, but in English.



[View the website](#)



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THANK YOU

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