

# PETER SCHIMKE

Storyteller = Writer + Content strategist



## MAIL

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## PORTFOLIO

- [peter-schimke.com/portfolio](http://peter-schimke.com/portfolio)

## LINKEDIN

- [linkedin.com/in/peterschimke](https://linkedin.com/in/peterschimke)

## Abilities

### PROFESSIONAL

- Digital marketing strategy, SEO, social media
- Writing, editing, content creation
- Client and digital agency experience
- Ads Manager, Analytics, CRM, Search, Email
- Basics of Final Cut, InDesign, Photoshop, Illustrator

### PERSONAL

- Highly-organised and strategic planner
- Versatile, strong communications skills
- Collaborative and digitally-focused
- Pragmatic and results-orientated
- Able to convey ideas clearly

## Education

### MASTER OF ARTS

- Comparative Literature  
University of Amsterdam, 2012 - 2013

### BACHELOR OF LIBERAL ARTS

- Literature and Film Studies,  
graduated with honours  
Amsterdam University College, 2009 - 2012

## Experience

### SENIOR CONTENT STRATEGIST

**Mutant Communications**, Singapore, May 2017 - Present

- Crafted content strategies and led content campaigns for many brands across Southeast Asia
- Created results-driven digital content marketing campaigns, including lead generation initiatives, SEO strategies and regional content-led campaigns
- As part of my scope, I worked closely with the marketing team at Facebook as a continent worker to offer strategic content support for regional insight campaigns
- Oversaw the production of case studies for Facebook, Instagram, Audience Network, Facebook Marketing Partner and WhatsApp in Southeast Asia and the wider region

### DIGITAL EDITOR

**MetLife Asia**, Singapore, March 2016 - May 2017

- Worked on the ideation and planning of the brand's regional content and SEO strategy; consistency of regional content and implementation of strategies
- Edited content for consistency in tone and voice; developed content marketing material; created and implemented SEO strategies in Asian markets
- Content and creative support for regional projects with the long-term goal of establishing MetLife regionally as a thought-leader in the health and insurance space
- Performance and engagement monitoring of content across platforms

### FREELANCE WRITER & STRATEGIST

**Self-employed**, July 2012 - Present

- Ideation, creation, and editing of articles and content for magazines and businesses
- Digital content strategy consulting, including SEO research, planning and implementation
- Translations English – German (vice versa) of books, articles and other content

### DIGITAL EDITOR

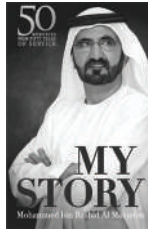
**Bon Vivant Magazine**, March 2016 - December 2016

- Developed and implemented content, SEO and social media strategies; content partnerships
- Editorial and social media management; content creation; managing a team of freelance writers
- Performance monitoring and content optimisation
- Website and social media engagement strategies

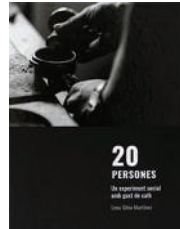
## Publications



- Author  
Beyond Blue
- Mirador Publishing, June 2013



- German Translator  
My Story - 50 Memories from  
50 Years of Service by  
Mohammed bin Rashid  
Al Maktoum
- Explorer Publishing, May 2019



- Publisher  
20 Persones: Un experiment  
social amb gust de cafè
- Ten Thirty, August 2018

### SELECTED ARTICLES

- Diagnosing the emerging art market, Millionaire Asia, March 2016
- Singapore's art scene - Art for the sake for what?, Candid Magazine, January 2016
- Female chefs are bringing the restaurant to your house, Skylife, September 2015
- How casual dining changed fine dining, Sun Times, July 2015
- An ever-transcending world - The reign of quantity by Peter Peri, Candid Magazine, October 2014

## Projects

ten thirty



### FOUNDER

- I am the founder of the creative platform Ten Thirty, which started with the desire to build an inclusive ground for words, photography and moving images alike. Designed to support creative projects of diverse nature, Ten Thirty collaborates with brands, businesses, artists and independent freelancers.  
Ten Thirty helped produce several documentaries, such as Chomo and A Shark Without Teeth, and most recently published the non-fiction book 20 Persones: Un experiment social amb gust de cafè.

### FOUNDER

- I am the co-founder of The Foodstuff, an online editorial platform in Southeast Asia that focused on finding the best value food-related items. I conceptualised, created and managed this platform with another co-founder. I formed a small team of passionate writers, oversaw the editorial direction and established partnerships with other regional media outlets and businesses for content syndication and collaborations.

## Languages

### GERMAN

- Native proficiency

### DUTCH

- Intermediate proficiency

### ENGLISH

- Full professional proficiency

### SPANISH, CATALAN, JAPANESE

- Elementary proficiency

## Skills

### MICROSOFT OFFICE



### PSD, INDD, AI, PR



### HTML



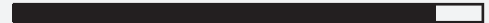
### HUBSPOT



### WORDPRESS



### TEAMWORK



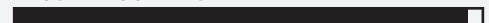
### CREATIVITY



### LEADERSHIP



### PROBLEM-SOLVING



### ORGANISATION

