

NOOR EL AMRANI

CONTENT AND EVENT MAKER

SUBJECT

Application for the position of
Content and Event Coordinator.

CONTACT

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TO

Makershuis Eindhoven

Sanne de Wit
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MOTIVATION LETTER

Dear Sanne,

For me, a good event starts before the doors open. It begins with the words, images and expectations that spark people's curiosity. That is exactly why your vacancy for a Content and Event Coordinator immediately caught my attention. It combines the two areas I enjoy most: content and events.

Makershuis Eindhoven wants to make creative makers visible and make culture more accessible to a wide audience. That mission appeals to me. I believe that culture can surprise, connect and sometimes make people look at their environment just a little differently. A strong program also needs a clear and engaging story. I am happy to contribute to that.

In my current position at Studio Vonk, I develop content and coordinate events from the first idea to the execution. For example, I created a new content approach that resulted in more online interaction within six months. For the Young Makers Festival, I developed the campaign concept and managed the online communication. The campaign reached more than 40,000 people and the festival was sold out a week in advance. I keep the bigger picture in view without losing sight of the atmosphere or the people we are creating the event for.

What do I bring? Practical creative ideas, a strong sense of visual communication and language and experience working with tight deadlines. I like to work with program makers, designers and external partners. If necessary, I write a campaign plan in the morning and stand behind the scenes in the evening with my sleeves rolled up.

I would like to get to know you to hear more about the plans you have in the pipeline at Makershuis Eindhoven. I would be happy to bring a few ideas to our conversation.

Sincerely,
Noor El Amrani