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ARMANI



FRANCE MARKETING STRATEGIST

“ MARKETING IS NO LONGER ABOUT THE PRODUCT YOU MAKE,  
BUT THE STORIES YOU TELL.”

SETH GODIN

A CREATIVE, STORYTELLER PASSIONATE ABOUT MAKING COMPLEX  
IDEAS ACCESSIBLE AND ENGAGING. WITH EXPERIENCE IN SHAPING  
BRAND IDENTITIES AND CREATING CONTENT THAT CONNECTS WITH  
DIVERSE COMMUNITIES. I BRING A HANDS-ON, CURIOUS  
APPROACH TO ALL MY PROJECTS. I AIM TO CONTRIBUTE TO  
INSTITUTIONS THAT ENCOURAGE EXPERIMENTATION, AND  
ENGAGEMENT WITH CONTEMPORARY CULTURE.

WORK EXPERIENCE

SISTERSJANSSEN AUG. 2026 - PRESENT

→ Creative Director/Social Media Manager

- Directed and produced multiple hand-animated short films built entirely from Tisja and Ziarah Janssen’s own crayon drawings, composited frame by frame from the original scans; nothing AI-generated or redrawn.
- Led international press outreach for the launch, securing coverage interest from Vogue, British GQ, Highsnobiety, HYPEBEAST, Forbes, WWD Japan and Browns.
- Built and operated the guest list and live door check-in system for the 100+ person opening night.
- Owned the project’s full social and creative direction end to end: from concept and production through press, logistics and the event itself.

RADIO RADIO AUG. 2025 - DEC. 2025

→ Digital Marketer

- Drove a 15% increase in average event ticket sales per campaign by developing and executing brand-aligned digital campaigns across Instagram, TikTok, and Facebook,
- Supported a 25% growth in event partnerships over the contract period, through cultivating and maintained strategic relationships with external stakeholders, artists, and promoters,
- Managed and optimised online ticketing systems and sales tracking dashboards, ensuring real-time accuracy across all events.
- Curated, edited, and uploaded music files and promotional assets for digital distribution, maintaining a consistent brand voice across all platforms.

THE GANG IS BEAUTIFUL AUG. 2023 - AUG. 2026

→ Social-Media Manager

- Drove a 35% increase in social media engagement by producing and scheduling 20+ pieces of content per week across on Instagram, leveraging trend analysis to align content with evolving consumer behaviour.
- Spearheaded outreach to over 50 local entrepreneurs and creatives, growing the brand’s community network by 40% through vintage market events and curated club nights.
- Cultivated strong relationships with local entrepreneurs and creatives, expanding the brand’s reach across the Amsterdam fashion community.
- Earned promotion from Digital Content Creator to Social Media Manager within 12 months, reflecting consistent performance and creative impact.
- Developed and launched an online guest-list website, streamlining event access and improving attendee experience for 700+ guests per event.

PROGRAMS

Claude-Code

Figma

Capcut

Canvas

Power-point

Opera

Audacity

Microsoft Office

SPSS

EDUCATION

UNIVERSITY OF AMSTERDAM SEPT.2022 - PRESENT

→ BSc. Communication Science

SAINT DOMINIC HIGH AUG. 2019 - JUN 2021

→ International Baccalaureate

SKILLS

Persuasive communication

Consumer Research

Photography

Digital Marketing

Trend Analysis

Traditional/Digital Art

Crisis Communication

Graphic Design

Video Editing

Web-design

Vibe-coding

Coding

Collaboration

Emotional Intelligence

Analytical thinking

REFERENCES

IKE MELCHIZELDEK → The Gang Is Beautiful | CEO

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DOUG PIERS → Radio Radio | Manager

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TISJA JANSSEN → SistersJanssen | Co-Founder

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LANGUAGES

English



Dutch

