

Henrik Jonathan Klijn.

Creative & Strategic Storyteller

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[LinkedIn](#) | [Writing](#) | [Portfolio](#) | [Substack](#)

Innovative storyteller and communication specialist with experience crafting engaging. I leverage SEO strategies and audience insights to elevate brand messaging and drive user engagement. Proficient at leading cross-functional teams, fostering collaborative environments, aligning communication strategies with business objectives. I deliver captivating cross-platform content, including traditional forms, digital media, public relations, and internal communications.

SKILLS

Creative Direction • Copywriting • Storytelling • Brand Management • Social Media Engagement • SEO • Editing • Strategic Communication • Digital Communication Research • Strategic Thinking • Project Management • Strategy

WORK EXPERIENCE

Creative Director, Copywriter and Storyteller (*Current, Remote Contract*), June 2017/Current
— boyoyoboy thinkspace, Chicago, Illinois.

I work with various clients on a range of projects: Brand Trust on projects including Pharma, Retail, and Product; HES Publishing; Harvard HES Faculty Assistance; The DuSable Museum for African American History; Cerené Training and Corporate Development; Diamond Mountain Reserve; Augusta de Mist Country House and more.

- Spearhead development of digital ethnographic and narrative principles across diverse platforms.
- Responsible for content deliverables and content strategy
- Develop social media engagement strategies that take relevant users, media, and analytics into account.
- Formulate a trackable, robust, and agile SEO strategy based on data analysis to optimize content, contributing to improved online visibility and audience reach.
- Orchestrate seamless copy strategy that seamlessly align with overarching marketing and branding objectives, fostering increased brand identity and recognition.
- Guide a collaborative team of writers and copywriters, fostering a culture of innovation and consistently achieving excellence in content creation.
- Efficiently manage projects using streamlined tools and methodologies.
- Formulate digital content effectively resonating with target audience, and heightened audience interaction.
- Produce impactful content (headlines, summaries, and social posts), with elevated brand tone.
- Conduct in-depth interviews and research for compelling narratives, enriching deep and authentic content.
- Use feedback as catalyst for improvement, refining content creation and strategies for ongoing success.
- Innovatively devise research approaches, integrating robust data modeling and analysis techniques.
- Conduct exhaustive research to unveil compelling narratives, sourcing information from myriad of channels.
- Apply insights from user psychology and behavior to craft tailored stories that deeply resonate with targets.
- Systematically track key performance indicators (KPIs) and harnessed analytics tools to quantify the impact of stories, steering continuous improvement initiatives based on measurable outcomes.

Creative Head, Communication and Strategy, April 2005/November 2016

— The Strategy Factory Advertising & Media, Cape Town, South Africa

- Formulated and implemented highly successful creative copy strategies across a diverse product portfolio, resulting in significant year-over-year increases in user engagement.
- Provided mentorship and leadership to a team of copywriters, cultivating a collaborative work environment.
- Conceptualized and crafted compelling copy for marketing materials, advertisements, websites, and social media, consistently adhering to brand guidelines and maintaining a cohesive tone and voice.
- Collaborated seamlessly with cross-functional teams, including marketing, design, and client services, fostering effective communication and synergy in project execution.
- Established and nurtured robust client relationships by gaining a comprehensive understanding of their needs, goals, and messaging, contributing to overall client satisfaction and loyalty.
- Conducted regular performance analysis of copy within marketing campaigns, optimizing strategies based on data-driven insights for continuous improvement.
- Ensured superior quality control by rigorously reviewing and editing copy for grammar, style, and clarity
- Stayed abreast of industry trends and best practices, driving innovation within the copywriting department and leading successful initiatives to implement new and effective strategies.

EDUCATION

- Harvard ES, Remote /Cambridge, Mass
 - ALM, Journalism and Government, Expected 2024, part-time, GPA 3.7/4
- University of Cape Town, Cape Town, South Africa
 - Licentiate in Musicology and Creative Writing
- University of Cape Town, Cape Town, South Africa
 - Certificate: Business Administration / Management
- Interaction Design Foundation, Online
 - Certificates in: User Experience / UX Management / Design Thinking

LANGUAGES

- English: Native
- Afrikaans: Native
- Dutch / Flemish: Advanced Knowledge
- German: Advanced knowledge
- Sepedi: Reading and Comprehension
- Spanish: Current student

PUBLICATIONS

- Me(n) on Masculinity—A collection of essays (Book Forthcoming 2024)
- Haptic Living—Co-authored with Dr E McKetta, on happiness (Book Forthcoming 2024)
- MAKEBA! Mama Africa Speaks—A play on Miriam Makeba and Stokely Carmichael (2022)
- Becoming Elektra—*An African Tragedy in Three Acts* (Book Forthcoming 2023)
- The Bushman Susurrus: *Stories of Struggle. Stories of Hope* (Book Forthcoming 2024)

CONFERENCE PAPERS

- Advertising, Apartheid, and Afrophobia, 2019
- On Storytelling—Mapping Ontology as Cultural Equalizer, 2021

INVITED PRESENTATIONS

- Narrating Lives *Conference on Storytelling, (Auto)Biography and (Auto)Ethnography*, 2023, Malta
- The Fiction that Exploded: Digging Design, *International Journal of Film & Media Arts Vol 6* 2021
- War, Mortality and the Postcolonial Narrative in Africa, *Royallite Academic, Nairobi, Kenya*, 2021
- Afrofuturism Speculative Fiction of Africa and the African Diaspora, *Philadelphia, PA*, 2021
- Advanced Copywriting and Content Architecture, *FutureLearn, London*, 2020