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Summary:

- Senior copywriter and creative leader with over 9 years of experience in agencies and in-house settings, developing conversion-driven copy for global brands across tech, lifestyle, and consumer sectors.
- Led digital marketing campaigns, paid advertising, and email marketing initiatives, consistently driving strong results in engagement and conversion rates while maintaining technical accuracy and brand consistency.
- Known for producing high-quality, performance-optimized content that regularly exceeds industry engagement standards, with expertise in simplifying complex technical information for diverse audiences.
- Combines meticulous attention to detail with proven ability to translate intricate concepts into clear, compelling messaging that drives measurable business outcomes.
- Digital Marketing & Performance Copy: Experienced in building conversion-focused campaigns across paid digital channels, display advertising, and email marketing.
- Writes clear, accessible copy that maintains technical accuracy while optimizing for performance across multiple digital formats.

Core Strengths

- Digital Marketing & Performance Copy: transforming technical concepts into conversion-driven campaigns across paid digital advertising, display banners, and email marketing channels.
- Brand Voice & Messaging Consistency: developing and maintaining cohesive brand voice across all written materials while ensuring technical accuracy and compliance adherence.
- Complex Information Translation: expert ability to simplify technical and scientific concepts without sacrificing accuracy, making them accessible to diverse patient and provider audiences.
- Cross-Functional Collaboration: leading projects with designers, marketers, and technical teams while managing multiple campaigns in fast-paced, deadline-driven environments.

- **Copy Supervision & Quality Control:** experienced in reviewing, editing, and refining copy from freelancers and internal partners to ensure consistency and adherence to brand guidelines.
- **Campaign Performance Optimization:** skilled at creating high-converting copy for customer journey touchpoints, from initial ads through final conversion.
- **Technical Writing Excellence:** crafting precise, compliant copy that maintains readability while meeting strict formatting and regulatory requirements.
- **Project Management:** proven ability to manage multiple simultaneous projects while serving as go-to resource for editing and proofing at all production stages.

Key Job Qualifications

- 9+ years of experience in agency and in-house copywriting for global brands, with demonstrated expertise in digital marketing and paid advertising channels across technology and consumer markets.
- Proven expertise in crafting conversion-driven copy that translates complex technical information into clear, accessible messaging for diverse audiences without sacrificing accuracy.
- Demonstrated ability to work autonomously and lead copy projects from concept through execution, collaborating with cross-disciplinary teams including designers, marketers, and technical partners.
- Experience in copy supervision, quality control, and providing creative guidance to junior team members and freelance partners while maintaining brand consistency and compliance standards.

Core Competencies & Skills

Digital Marketing & Advertising Paid Digital Campaigns, Display Banner Copy, Email Marketing, Performance Optimization, Conversion Copywriting, Customer Journey Messaging

Technical Communication Complex Information Translation, Scientific Concept Simplification, Compliance Writing, Technical Accuracy, Quality Control, Grammar & Formatting Excellence

Copy Supervision & Management Freelancer Review & Editing, Brand Voice Enforcement, Creative Guidance, Quality Assurance, Cross-Functional Collaboration

Campaign Development Creative Brief Interpretation, Multi-Channel Copy Creation, A/B Testing, Performance Analysis, Deadline Management

Technical & Analytical Adobe Creative Suite, Google Analytics, Email Marketing Platforms, CRM Systems, Project Management Tools, Performance Tracking

Experience

Reflex Media, Inc.—Las Vegas, NV May 2023 – Aug 2025

Head Copywriter / Creative Lead

- Global Brand Relaunch ([Seeking.com](#), 2025): Directed copy strategy and digital marketing campaign execution for the "You know what you want. Find it on Seeking" relaunch, collaborating with design and technical teams to deliver performance-optimized messaging that drove a 20% lift in organic search traffic and a 25% YoY ROI increase in the first quarter post-launch.
- Digital Marketing Growth ([FirstDate.com](#)): Built and executed comprehensive digital marketing strategy focused on conversion optimization, growing readership by 40% year-over-year while maintaining technical accuracy and editorial quality across all platforms.
- High-Converting Digital Campaigns: Produced paid advertising campaigns and email marketing sequences optimized for performance across multiple digital channels, achieving click-through rates 35% above industry benchmarks while maintaining brand consistency and technical precision.
- Copy Supervision & Quality Control: Led copy review and editing processes, providing creative guidance to junior team members and ensuring all messaging maintained brand voice consistency, technical accuracy, and compliance standards.
- Cross-Functional Project Leadership: Managed multiple simultaneous campaigns while partnering with design, technical, and marketing teams to deliver integrated digital marketing initiatives with seamless execution across all customer touchpoints.

Key Achievements at Reflex Media:

[Seeking.com](#) (56M members worldwide)

- Directed creative copy and messaging for advertising, promotional, and video campaigns targeting diverse global audiences, consistently achieving double-digit improvements in engagement and conversions.
- Led concept development, copywriting, and creative strategy for the 2025 global relaunch, ensuring cultural authenticity and platform optimization across all touchpoints.
- Collaborated with talent teams on creator partnerships and influencer activations that authentically connected the brand with younger demographics.

[FirstDate.com](#) (2M+ readers)

- Created and relaunched editorial strategy with focus on inclusive, purpose-driven content that resonated with multicultural audiences, boosting readership by more than 40% year-over-year.
- Developed social-first content formats and cross-platform distribution strategy, optimizing for platform-native engagement across emerging media formats.

Sourced Fact News—Chicago, IL, Freelance Jan 2023 – Jan 2025

Journalist & Senior Copywriter

- Produced research-intensive, nonpartisan journalism with emphasis on diverse perspectives and cultural understanding, developing authentic storytelling for broad multicultural audiences.
- Analyzed cultural trends and data insights to support credible, purpose-driven narrative development across digital platforms.

Brand Trust—Chicago, IL Nov 2021 – Apr 2023

Senior Copywriter & Researcher

- Led strategic content initiatives for national retail and healthcare brands, developing culturally attuned messaging across the entire customer journey while collaborating with cross-disciplinary strategy and media teams.
- Increased site traffic by 25% and online sales by 15% through performance-optimized editorial strategy that included culturally relevant landing pages and purpose-driven product copy.
- Enhanced email campaign performance through A/B testing and audience segmentation, achieving a 30% increase in open rates across diverse demographic targets.

Theo & Lotte Advertising — Chicago, IL May 2019 – Aug 2021

Freelance Copywriter

- Oversaw creative copy development for high-performing tech clients, developing compelling multichannel campaigns for real estate and lifestyle verticals with focus on diverse audience engagement.
- Boosted lead generation by 25% and web traffic by 40% through culturally resonant campaign storytelling and strategic product copy refinement.
- Collaborated closely with creative teams to align strategy, UX, and storytelling, utilizing cultural insights and data to reduce bounce rate and elevate engagement across platforms.

The Strategy Factory Advertising & Media—Cape Town, South Africa 2010 – 2016

Copywriter

- Delivered full-spectrum campaign content across diverse client portfolio in pharma, media, and consumer goods, with emphasis on multicultural market understanding and culturally appropriate messaging.

- Increased engagement by 30% and SEO traffic by 20% through integrated content strategy and implementation of platform-optimized best practices.

Education

- Harvard Extension School — Cambridge, MA **2021–Present, Expected 2026**

Accelerated ALB/ALM, Journalism and Government

GPA: 3.97 | Creative Writing, Journalism, Anthropology

- University of Cape Town — South Africa

Diploma in Practical Labor Law **2010**

- Universiteit van Stellenbosch — South Africa

Diploma in Musicology **1998**

Certifications

- UX Management & Interaction Design (2020)
- Google News Initiative: Digital Reporting (2023)