

WORDFORCE

A minimalist desk setup with a white table, a beige chair, a candle, a vase with greenery, and a framed picture on the wall.

Content Strategy

Content Planning

Content Audits

Editing

Storytelling

THE PERSON BEHIND WORDFORCE

My name is Elsbeth. The past 6+ years I've been freelancing (next to my 'regular' job) and supporting clients all over Europe

My goal is to empower clients to find the right tone-of-voice and fill the content needs of their audience, as best they can, in order to grow their brand in an authentic way.



MY ROOTS



I'M FROM **GRONINGEN**,
A BEAUTIFUL, YOUNG, VIBRANT
CITY IN THE NORTH OF THE
NETHERLANDS

During my bachelor's, I went to Finland for a semester abroad. This was partially a test for myself: how would I feel living abroad? The answer was... great!

And so, after graduating with my master's in **Communication and Information Sciences** in Groningen, I packed my things and moved abroad indefinitely in 2013. I kicked off my working life in Austria.

PREVIOUS AND CURRENT CLIENTS

Cleverciti[®]

GET
YOUR
GUIDE

MYPOSTER

everdrop



FIRE FOR
WOMEN

elfin

stickerkid

WHAT IS WORDFORCE?

When I use verbal or written language I like to choose words with a *clear intention* behind it, and a *clear goal* to achieve.

That is what I call WORDFORCE. Quite literally: the power you can create with words.

WORK EXAMPLES

WordForce applied in reality

WHAT I DO FOR: YoungTrader

- Write 2–4 in-depth blog articles per month on stock market investing and personal finance.
- Since August 2025, I am responsible for planning and writing the weekly newsletter on personal finance for 950+ subscribers.
- Content is tailored to Dutch young professionals, translating complex investment concepts into clear, practical guidance for early-stage investors.
- Support in ad hoc projects & tasks regarding content and/or process optimisation
- Onboard new team members

October 2024 - present

WHAT I DID FOR: YoungFinance

- Contributed 2–4 blog articles per month to YoungFinance, a personal finance platform for Dutch young professionals.
- Covering topics beyond investing, with a primary focus on home buying and home ownership, taxation, and long-term financial planning.
- Following a brand consolidation in January 2026, all YoungFinance content was migrated to and continued under the YoungTrader umbrella.

February 2025 - December 2025

WHAT I DID FOR: Elfin

- Managed the content calendar of the leading platform in the Netherlands empowering women toward financial independence (@elfinsocial) across Instagram, Facebook, and LinkedIn.
- Co-created content concepts with a social content designer and wrote high-performing Dutch copy for daily posts, stories, and email funnels aimed at driving membership growth.
- Contributed to the development and optimization of Dutch-language e-course content.
- Supported the execution of Elfin's first ever live event in Amsterdam, which attracted 170+ attendees.

March 2023 - November 2023

WHAT I DID FOR: everdrop

- Supported everdrop's entry into the Dutch market by managing Dutch-language content across multiple channels.
- Translated the landing page, FAQs, Instagram posts, transactional emails, and other customer-facing materials to ensure a consistent, on-brand experience for Dutch users.

February 2021 - February 2022

WHAT I DID FOR: myposter

Short-term SEO improvement project:

- Conducted Status Quo Analysis of the Dutch homepage (myposter.nl)
- Performed on-page SEO audit of top 5 performing pages
- Delivered optimized Dutch copy to boost SEO performance and user engagement

August 2021 - November 2021

WHAT I DID FOR: Fireforwomen *(later: Elfin)*

- Conducted full content audit and developed a multi-channel content strategy to optimize engagement and address gaps
- Managed Instagram and Facebook content calendars, co-developing new formats with a social content designer
- Wrote Dutch copy for 4–5 weekly social posts, multiple stories, 1 weekly reel, and website blog articles

April 2020 - September 2021

WHAT I DID FOR: Cleverciti

- Conducted content audits, audience & keyword research, and gap analysis for website revamp; optimized content for SEO in Squarespace
- Defined a content strategy, built an editorial calendar (monday.com), and structured mini-campaigns
- Created from scratch the Resource Library in German and English
- Translated the 'Ultimate Smart City Parking Guide' to Dutch
- Created ongoing SEO-optimized content in English and German; managed campaigns and supported backlink building
- Provided Dutch-language support: product translations, keyword localization, and Google Ads content

September 2020 - August 2021

WHAT I DID FOR: Stickerkid

- Temporarily managed Dutch and Belgian markets during team member's leave as the Country Manager for NL/BE
- Translated and localized newsletters, website banners, and social media content
- Proofread Dutch homepage and social posts to ensure linguistic accuracy
- Maintained brand consistency across all Dutch-language channels

May 2020 - October 2020

WHAT I DID FOR: GetYourGuide

- Translated promotional content from English to Dutch for www.getyourguide.nl
- Crafted engaging, creative copy to showcase tours and activities for a broad Dutch audience and drive bookings on the platform, matching the brand's tone of voice and style
- Fully remote position with flexible working hours

June 2019 - March 2020

THINGS THAT INSPIRE ME

Nature

Nature grounds and inspires me, offering space to recharge and gain fresh perspective.

Travel

Travel broadens my worldview and fuels curiosity, as I have a large interest in other human beings and cultures.

Food

Food connects cultures and creativity, turning everyday moments into meaningful experiences.

SOME FUN FACTS ABOUT ME

I HAVE RESIDED IN 6 DIFFERENT COUNTRIES

Yes, that's right, 6 different countries (*and counting*).
Some only a short time, some a bit -or a lot- longer, but 6
nonetheless.

I LOVE, LOVE, LOVE CHRISTMAS

Even with 3x love, this is an understatement. I live for Christmas. It's
my favorite time of year. I listen to Christmas music all year round.
Not even ashamed of it.

YOU CAN WAKE ME UP FOR SUSHI ANYTIME

The people that know me, know that this is a big statement for
me, because, besides loving sushi, my sleep is sacred to me.

THIS IS WHAT I CAN HELP YOU WITH

FOR MORE INFORMATION: FOLLOW THE LINKS

[Content Strategy & Planning](#)

[Editing & Proofreading](#)

[\(Corporate\) Blogging](#)

[SEO web texts](#)

[Ghost writing](#)

[UX writing](#)

[The "Marie Kondo" treatment](#)

[Content Subscription](#)

[1-on-1 coaching](#)

YOU CAN CONTACT ME HERE:



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[@wordforce.nl](#)

I look forward to hearing in which area you could use
some **WordForce!**

SEE YOU SOON!

