

Lesley Hermsen

Digital Producer

Digital producer with 4+ years of experience, helicopter view and passion for structured work. Sense of leadership, collaborative and socially inclined. Ambition to get better every day and work together on great projects.



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📍 Dordrecht, Netherlands

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🌐 [lesleyhermsen.com](https://www.lesleyhermsen.com)

Work Experience

Creative Designer - Aon

07-2022 - Present

Rotterdam, NL

- Designing various types of content within Aon's new visual identity and connected to the Aon Story. This includes; social media banners/posts, video and small animations, ads, onepagers, brochures, infographics and much more.

Digital Producer - Aon Netherlands

04-2019 - 07-2022

Rotterdam, NL

- Executive producer of all video productions within Aon Netherlands and Aon Belgium. Tasks: video strategy, concept, camera work, light and sound, editing, distribution.
- Responsible for all webinars and livestreams, developer, coordinator and implementation of Webex Events within Aon.
- Initiator and responsible for all new computer and camera equipment and software packages for the designers, adjusting video process, unified way of expressions on LinkedIn, process developer and implementation project management Monday.com within Marketing and Communications.

Freelancer - lesleyhermsen.com

2016 - Present

Dordrecht, NL

- Freelancer focused on video production, graphic design, development and website management, creative problem solving.

DJ & Producer - Jerick Salvain

2013 - Present (Semi-inactive)

Dordrecht, NL

- DJ as Jerick Salvain with performances at Latin Lovers, Amsterdam Dance Event (ADE), Sneakerz in the City festival, among others. Also livestreamer on twitch.tv with games and live DJ-sets.

Digital Producer - Livewall

02-2016 - 06-2016

Tilburg, NL

- Producer of digital assets and video commissioned by A-brands such as RTL, KLM, Redbull, Coca-Cola, Dancetour. Graduated with the project 15Seconds, a new way to register your own festival experience as a festival visitor through video and photo.

Junior Producer and strategist - ABN AMRO

03-2015 - 06-2015

Amsterdam, NL

- Video strategist, concept developer and producer together with the video team for the videos of ABN AMRO. Developer of the video process within ABN AMRO (Headquarters). Providing insight into the steps to be taken to realize high-quality and targeted video content.

Videographer - Just For The Record TV

02-2015 - 03-2015

Rotterdam, NL

- Videographer commissioned by well-known festivals and parties such as Crazy Sexy Cool, Latin Village, Dancefair, FreshFM (radio). Also sets up and executes livestreams on behalf of Just For The Record.

Television production Gamer01 TV - BNN/101TV

03-2012 - 04-2012

Hilversum, NL

- Preparing and accompanying guests at television shoots, managing game servers and technical support recordings.

Education

HBO - Communication and Multimedia Design

Avans Hogeschool

2012 - 2016

Breda, NL

- A versatile course with plenty of room to develop myself as an all-round creative. Full of theory and practice about UX/UI design and Usability, Video and photography, Languages, Animation, Marketing, Creative Problem Solving, Media Strategy, Audio Design, Programming and website development.

Digital Music Production

Southampton Solent University

2015 - 2016

Southampton, UK

- A year focusing on producing music and sound design. Final Product: An EP with tracks in different styles of music with self-recorded sound elements and voices.

MBO - IT System administrator (Level 4)

Da Vinci College - MBO

2008 - 2012

Dordrecht, NL

- Developing, implementing and managing (parts of) information systems, setting up and running a service desk, System Administration, Network Administration, English, Dutch.

VMBO Gemengde Leerweg (GL)

Wellantcollege

2004 - 2008

Dordrecht, NL

Skills

Ambitious Coaching Clear communication Creative

Flexible Humor Independent Leadership

Reliable Working together Adobe After Effects

Adobe Illustrator Adobe InDesign Adobe Photoshop

Adobe Premiere Pro DaVinci Resolve Monday.com

OBS Office Rekordbox Wordpress Webex (Events)

Languages

Dutch (C1) English (C1) German (B1)

Passions

DJ Esports Feyenoord Gaming

Graphic Design Music Travel Videography

Football Livestreams