

Lesley Hermsen

Digital Producer and project manager

Digital producer with 5+ years of experience and a passion for structured work, leadership, and collaboration. Ambitious and socially adept, with a helicopter view and the drive to grow and realize beautiful projects every day.



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Work Experience

Creative Designer - Aon

07-2022 - Present

Rotterdam, NL

- As a designer within Aon's new visual identity, I create various types of content that align with the Aon Story, such as social media banners, videos, animations, advertisements, brochures, and infographics. By designing this content in line with Aon's new visual identity, I increase brand awareness and strengthen our brand identity.

Digital Producer and project manager - Aon Netherlands

04-2019 - 07-2022

Rotterdam, NL

- As executive producer for all video productions within Aon Netherlands and Aon Belgium, I am responsible for project management, video strategy, concept, camera work, lighting and sound, editing, and distribution of various video projects.
- In addition, I am also responsible for the development, coordination, and implementation of Webex Events for all webinars and livestreams within Aon.
- As an initiator, I am responsible for the purchase of new computer and camera equipment and software packages to improve the video process. I am also involved in developing and implementing project management via Monday.com within the Marketing and Communications department.

Freelancer - lesleyhermsen.com

2016 - Present

Dordrecht, NL

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

DJ & Producer - Jerick Salvain

2013 - Present (Semi-inactive)

Dordrecht, NL

- Jerick Salvain is a DJ who has performed at events such as Latin Lovers, Amsterdam Dance Event (ADE), and Sneakerz in the City Festival. He is also a livestreamer on twitch.tv/jerickftw where he plays games and streams live DJ sets.

Digital Producer - Livewall

02-2016 - 06-2016

Tilburg, NL

- As a digital producer, I worked on behalf of A-brands such as RTL, KLM, Redbull, Coca-Cola, and Dancetour. I am responsible for producing high-quality digital content and videos for these clients. During my studies, I developed 15Seconds, an innovative way to capture your own festival experience through video and photos.

Junior Producer and strategist - ABN AMRO

03-2015 - 06-2015

Amsterdam, NL

- As a video strategist, concept developer, and producer, I worked with the video team on the development of high-quality and targeted video content for ABN AMRO. I developed the video process within the headquarters and provided insights into the necessary steps to efficiently run this process. This enables us to achieve our objectives more effectively and meet the needs of our customers.

Videographer - Just For The Record TV

02-2015 - 03-2015

Rotterdam, NL

- As a videographer, I worked on behalf of well-known festivals and events such as Crazy Sexy Cool, Latin Village, Dancefair, and FreshFM (radio). I am responsible for capturing high-quality video footage during these events. Additionally, I set up and execute livestreams.

Education

HBO - Communication and Multimedia Design

Avans Hogeschool

2012 - 2016

Breda, NL

- A broad education in which I developed myself into an all-round creative professional. I learned, among other things, about UX/UI design, video and photography, animation, marketing, media strategy, audio design, programming, and website development.

Digital Music Production

Southampton Solent University

2015 - 2016

Southampton, UK

- A year focused on music production and sound design, resulting in an EP with various tracks in different genres, including self-recorded sounds and voices.

MBO - IT System administrator (Level 4)

Da Vinci College - MBO

2008 - 2012

Dordrecht, NL

- Developing, implementing, managing information systems, setting up a service desk, system administration, network administration, and proficiency in both English and Dutch.

VMBO (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)
- German (B1)
- English (C1)
- Business English (C1)

Certificates

- Monday.com
- Business English
- CompTIA - A+ 220-1101

Passions

Feyenoord DJ Fitness Esports Gaming
Graphic Design Music Travel Videography
Football Livestreams

Please also take a look at:
lesleyhermsen.com
linkedin.com/lesleyhermsen