

Melle Bloemer

Creative strategist turned product-minded builder

I'm a product-minded builder with a background in creative strategy. I work across proposition, user flows, copy, prototyping, and hands-on digital execution. I like building products and services with a strong human component: things that solve real friction, create clarity, or simply work better for the people using them.

WORK EXPERIENCE

Founder: Mokumtour + Casa Colori

2025 - Present - Amsterdam

Built two digital concepts from the ground up, from idea to product development, proposition, user flow, launch, and the supporting systems needed to market, operate, and scale them with minimal day-to-day involvement.

Mokumtour: GPS-triggered audio tour concept developed in partnership with Mokumboot.

Developed the product concept, proposition, and user experience

Built a launch-ready iOS app and supporting website using AI-assisted workflows

Built a scalable content workflow for 200 GPS-linked points of interest, turning source material into clear, app-ready audio stories

Structured the experience around location-based discovery and audio guidance

Set up cross-platform purchase flows and launched the concept with a commercial partnership model through Mokumboot

Casa Colori: Made-to-order handmade portrait webshop built in Medusa.

Developed the proposition, customer journey, and custom order flow

Built the webshop and supporting brand systems using AI-assisted workflows across implementation, visual production, and automation

Worked across prototyping, positioning, visual direction, and marketing automation

Built generative visual workflows to produce premium, realistic brand imagery with a

Concept Creative: Towel Media

2018 – 2024 - Amsterdam

Developed campaign concepts and branded formats for clients including Kia, Tempo-Team, and Tele2. Worked at the intersection of concept development, audience insight, strategy.

Tele2 - Lijn 5G: developed a scripted YouTube comedy series for Gen Z that generated 1M+ organic views, reached #1 on YouTube Trending, and was described by multiple outlets as the first Dutch branded fiction YouTube series.

Tempo-Team - Complimento: developed the concept for a Tempo-Team campaign with Dutch artist Poke, centred on an original track and content format that gained strong radio exposure and connected the brand to a younger audience



CONTACT

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EDUCATION

Communication & Marketing

Minor in Audiovisual Storytelling

Fontys University of Applied

Sciences

STRENGTHS

Concept development

Product thinking

Positioning & messaging

Hands-on prototyping

Translating strategy into execution

Cross-disciplinary collaboration

Visual style development

AI workflows, automation, and content systems

TOOLS

Figma, Photoshop, Premiere Pro, Keynote, React, Expo, TypeScript, Supabase, Medusa, Codex

Kia EV6 - De Jeugd heeft de toekomst: led creative development for a Kia campaign with De Jeugd van Tegenwoordig, a strong strategic fit for the EV6: a culturally relevant act whose audience had grown up with them, making the partnership a credible match for a more premium electric model aimed at innovators and early adopters.

Communications Strategist: Bureau Burgerberaad

2024 - 2025 - Amsterdam

Developed the communication strategy for Schoolberaad, an mbo programme designed to help students take part in democratic decision-making and shape solutions to issues that affect their school experience.

Shaped the messaging and communication approach to make the initiative clear, relevant, and accessible to the target audience

Helped activate students by aligning language, tone, and materials with their world and motivations

Contributed to the practical rollout and parts of the educational materials, helping make the programme more engaging and lowering the threshold to participate

Concept Creative: Bruut Amsterdam

2016 - 2018 - Amsterdam

Started in production and progressed into a creative role within a small team focused on online video, branded content, and digital-first campaign formats.

Contributed across ideation and execution, from concept development to production and delivery

Helped develop concepts with a strong understanding of executional feasibility and production context

Built a strong foundation in translating concepts into executable work

ADDITIONAL EXPERIENCE

Freelance Video Director: Self-employed

Apr 2018 - Aug 2018

Developed scripts, concepts, and video content for brands including MTV, Spike, Ben, Basic-Fit, and Simyo.

Content Writer: Swaans Communicatie

Sep 2015 - Jan 2016 - Tilburg

Worked on SEO audits, keyword research, campaign planning, and conversion-focused copy.

Copywriting Intern: bol.com

Aug 2014 - Jan 2015 / Utrecht

Wrote product page copy and other conversion-focused website content.