



CONTACT

hallo@benjaminherteleer.work

+32 494 70 55 97

LinkedIn · Benjamin Herteleer

Driving licence B · open to
relocating

SEE MY WORK

benjaminherteleer.work

dedollebrouwers.be

krisherteleer.com

SKILLS

Marketing

Campaigns, social media, Meta
Ads, event marketing, SEO and
SEA

Content

Copywriting NL/EN, photo and
video, illustration

Design

Illustrator, Photoshop,
InDesign, Procreate, Canva

Web

Websites from concept to
code (Astro), Shopify

AI

Daily user of Claude and other
AI tools: copy, code and ideas

LANGUAGES

Dutch (native)

English (fluent)

French (good)

Benjamin Herteleer

Marketing & communications

PROFILE

A marketer who makes things. Since 2021 I have run all marketing for De Dolle Brouwers, a Belgian craft brewery: campaigns, social media, events, merch and the new website, from strategy to execution. I am looking for a role in marketing, communications or events where I can combine concept, content, design and organisation.

EXPERIENCE

Marketing & communications

2021 – present

De Dolle Brouwers, Esen (BE)

Student job during my studies, permanent since 2025. At the brewery since 2017 (bar, bottling).

- Created and launched **Dolle Vrijdag** as a brand of its own: name, logo, posters, shirts and a dedicated Instagram. **500+ tickets** across two editions; adjusted after each edition based on which posts sold tickets.
- Brewery events drew **1,000+ visitors** in total (Dolle Vrijdag, Zomerse Vrijdagen, Comedy Brewery).
- Social media (Instagram, Facebook, TikTok) in Dutch and English: photo, video, copy and my own illustrations. Reels reached **36,500+ views**; a hand-drawn carousel got **440+ likes in 18 hours**.
- Designed and launched a merch collection: shirts, hoodies, sweaters and the Oeral glass. Print files, printer coordination, photo shoot and online launch.
- Set up and managed Meta ads.

Marketing & sales intern

Sep 2024 – Jan 2025

Lisbon Boat Party, Lisbon (PT)

- Managed and optimised social media (Instagram, TikTok) and the website.
- Improved listings on GetYourGuide, Viator, Klook and Shotgun (SEO and SEA), working with their account teams.
- Ran and monitored Meta Ads, turning data into concrete content and promotion choices.

WEBSITES

dedollebrouwers.be

2026

The brewery's new website, fully developed by me: structure, bilingual copy, design and code. With a page per beer, web shop, tour booking, a stockist map and a monthly news page.

krisherteleer.com

Designed and built an online gallery for hundreds of works by artist Kris Herteleer: 8 collections, an interactive map and a sales section.

EDUCATION

Bachelor in Communication & Digital Marketing

Arteveldehogeschool Ghent

2021 – 2025

Graduated with distinction.