

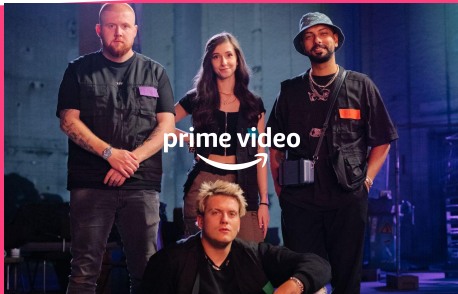
MARCO VISSCHER

HIGHLIGHTS



After 7+ years working in Media for the biggest broadcasters in the Netherlands (Radio, Television and Digital) I switched to the advertising industry. Now after 4 years in the industry, I know how to combine my knowledge, curiosity and always changing opportunities different platforms, technologies and communities give you. From Short-form video and blogs to AR and from Live to Virtual Worlds. There are so many cool ways to get people hooked and informed about your story or brand.

TOP 3 PROJECTS



Created a hyper interactive Twitch stream where 4 German streamers and their communities competed against each other via chat, Discord and on set. Resulting in **27K hours** of watch time and over **39K messages** in the chat.



Created a global campaign for the socials of JBL to reveal Martin Garrix as their new ambassador. Which was distributed through markets like **EMEA, APAC, NAM and SAM**.



Created an award winning campaign for Jägermeister when COVID-19 shut the world down. **Opening an online bar** including games, live-karaoke sessions and a stage to support the nightlife through the global Save the Night initiative.

MY BEST CHILDHOOD MEMORY

Winning 3 minutes of free shopping in a toy store at the age of 11.



MARCO VISSCHER

INFO



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ADDITIONAL EXPERIENCE

ROUTES IN

Initiator and Board Member

September 2018 - May 2022

Routes In is initiative to make the creative industries more diverse and inclusive.

Through mentorship programs across the world we connect those 'who've made it' with those 'who are on their way'. In collaboration with Soho House we launched several programs in Amsterdam, New York, Stockholm and more.

OFF-SCREEN STUDY ASSOCIATION

Board Member Media, Culture & Events

September 2011 - September 2012

Off-Screen is the study association of Media and Culture at the University of Amsterdam. My role in the board was to create and produce new events for students. Focussing on talent and future perspectives within media.

AWARDS

SAN ACCENT

Jägermeister Nachbar campaign
2021

LOVIE AWARD EXPERIMENTAL & INNOVATION

Prime Video, Wheel of Time launch
2022

RELEVANT WORK EXPERIENCE

GOSPOOKY

Creative Lead

February 2022 - September 2023

As Creative Lead at Gospooky I lead part of the creative team and am responsible for the creative output on a wide range of clients. Furthermore I create concepts for Dutch and Global brands and markets. From short-form, live, AR to virtual worlds. With a wide knowledge of different platforms and their communities most of the stories we create come to life on TikTok, Twitch, Snapchat, Discord, Instagram and Roblox.

Creative

January 2021 - February 2022

DORST & LESSER

Content Creative

October 2019 - December 2020

As content creative at Dorst & Lesser I was responsible for the concepts and creative direction during execution of monthly content and campaigns on socials, for a variety of clients/brands. From video to animation and photography for brands like Jägermeister, Renault and Lidl.

BOLLE CREATIVE

Founder

January 2018 - May 2020

As freelancer I helped people, brands and companies with their online presence.

ENDEMOLSHINE NETHERLANDS

Online Communication Advisor

March 2019 - October 2019

QMUSIC (FREELANCE)

Creative Producer (Digital/Radio)

April 2018 - December 2018

I created strategies, campaigns and content for several radio-hosts and their shows to bring their social presence to a new level.

BNN (LATER: BNNVARA)

Several jobs as Director, Creator and Creative (Radio/Television/Digital)

September 2012 - December 2017

Started as video-intern to create the first social formats for different radio-shows, to setting up full YouTube-channels. At BNN I learned most of my skills and discovered my love for Social.