

Derrik Raymond Simon de Moei

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Professional Summary

Driven and transformative Senior Digital Content Manager with 15+ years of experience in overseeing digital content and web operations, encompassing content creation, front-end development, and graphic design. Adept in team leadership, including hiring, training, and supervision. Highly skilled in digital marketing, covering lead generation, marketing automation, paid search, and social media development campaigns.

Work Experience

Izmocars UK | International

Senior Digital Content Manager | February 2019 – November 2025

- Orchestrate full scope of digital content strategy and production, increasing qualified leads through organic channels by 191.6%
- Engineer responsive, user-centric front-end solutions for marketing landing pages, boosting conversion rates by 23.9% and enhancing overall user experience
- Cultivate and maintain strong relationships with key accounts and stakeholders, driving client retention and overall satisfaction
- Interpret complex performance data from digital campaigns, providing actionable insights that inform strategic decisions and maximize return on investment
- Mentor and develop junior team members and new hires, accelerating proficiency and reducing project onboarding time by 100%
- Direct systematic A/B and multivariate testing on key digital assets, optimizing user experience and increasing organic traffic by 8%
- Spearhead comprehensive SEO strategies for web properties, driving 18.9% year on year increase in organic traffic and securing first-page rankings for highly competitive search terms

Freelancer | International

Web Developer & App Designer | October 2005 – Present

- Engineer user-centric websites from initial concept to full deployment, enhancing online presence and boosting organic traffic
- Conceptualise, design and develop front-end user interfaces for alpha stage mobile applications, with a focus on optimal user experience and simplifying the codebase
- Instruct aspiring professionals in foundational web design techniques, enabling them to successfully acquire the basic skills necessary to become webdesigners
- Direct content strategies across Facebook and YouTube, expanding online community engagement by and driving traffic and communication
- Craft compelling visual assets for various marketing initiatives, elevating brand identity and increasing customer recognition

De Virtualisten | Netherlands

Front-End Web Developer | February 2018 – February 2019

- Spearheaded full employee lifecycle from recruitment to team management, creating cohesive and high-performing units that surpassed operational targets
- Designed and built dynamic websites from concept to launch, with improved performance, user experience and increasing online engagement
- Configured email systems for a diverse range of clients, ensuring seamless communication and enhancing professional outreach capabilities
- Oversaw all aspects of domain portfolio management, guaranteeing security, reliability, and continuous uptime of critical web assets
- Reviewed and revised legal contracts, mitigating potential risks and safeguarding company's financial and legal interests

Marketing Genius | Netherlands

Web Developer | December 2016 – December 2017

- Engineered full-stack web applications, optimizing back-end logic and front-end user interfaces to enhance site performance and user experience. And integrating the back-end systems with 3rd party systems
- Orchestrated targeted lead generation campaigns and direct customer outreach, expanding sales pipeline and boosting new client acquisition
- Streamlined marketing workflows using automation tools, improving lead nurturing processes
- Executed strategic email campaigns with segmented lists and personalized content, driving customer engagement and boosting conversion rates
- Directed paid search and social media advertising initiatives across multiple platforms, boosting brand visibility and generating strong returns on ad spend

Key Skills

Front-End & Back-End Development, Website Creation, Data Analysis & Reporting, Application Design, Preliminary Testing, Marketing Automation, Domain Management, Search Engine Optimization (SEO)

Technologies

Web Development Tools: Visual Studio Code, Sublime Text, Filezilla (FTP), ManageWP

CMS Platforms: WordPress, Joomla, Drupal, Wix, Geronimo

Web & Marketing Analytics: Google Analytics, Adobe Analytics, Google Search Console, Looker Studio

Marketing Automation: Sharspring

SEO & Lead Generation: SE Ranking, Lead Forensics

Advertising Platforms: Google Ads, Facebook Ads

Design & Creative Tools: Adobe Creative Suite, Canva, Affinity Photo

Email marketing: Mailchimp

CRM: Salesforce, Monday

Project Management & Communication: Trello, Notion, Slack

Office Suites & Programs: Microsoft Office Suite, Google Suite

Education

<20 credits toward a **Bsc in Mechanical Engineering** | Hogeschool Utrecht

<20 credits towards a **Bsc in Business Engineering** | Hogeschool Utrecht

Training & Certifications

Training Canva Course | Izmocars UK

Training SEO | Yoast Academy

Training Affinity Photo | Izmocars UK

Training ISO 27001 | Izmocars UK

Training Salesforce | Izmocars UK

Training Adobe Analytics | Izmocars UK

Training Google Analytics | Izmocars UK

Training Looker Studio | Izmocars UK

Certificate GDPR | Izmocars UK

Certificate Cyber Security | Izmocars UK

Certificate Web Developer | Marketing Genius

Certificate Web Design (2.7 GPA) | NTI

Certificate Desktop Publishing CS5 (4.0 GPA) | NTI

Certificate in Bible & Theology | Ambassador Bible College