



# IAN BRUNING

content strategist / social marketer / influencer marketer

MAIL [ian.bruning.ib@gmail.com](mailto:ian.bruning.ib@gmail.com) TEL +31 6 48 33 79 19 CITY Amsterdam

Content strategist with a background in social media, brand building, influencer marketing, and storytelling. Good at the big idea and equally good at making sure it actually gets done. Lives with his partner in Amsterdam. Fluent in Dutch and English.

## work experience

### Social & Influencer Marketeer 2024 – 2026

ILGM.com, Amsterdam

- / Ran content and influencer strategy for one of the largest American cannabis brands
- / Managed US-based content creators from brief to delivery via Upfluence
- / Tracked performance through coupon codes, engagement metrics, and sales attribution
- / Developed content strategy for rebrand from seed bank to community platform
- / Built content across TikTok, Reels, YouTube, blog, and email (Klaviyo)

### Projectmanager Social Media 2023 – 2024

Social Vikingz, Hilversum

- / Led content campaigns from pitch through publication for multiple brands
- / Social performance analysis and reporting
- / Managed creative teams, timelines, and planning

### Content Moderator 2023

TikTok, Amsterdam

### Hospitality Manager 2021 – 2022

Urban Gym Group (Trainmore), Amsterdam

### Producer & Producer Assistant 2020 – 2021

Lukkien, Ede

- / Video production: pre-production, shoot logistics, administrative coordination

### Production Assistant, Editor & Content Editor 2019

Talpa Media, Blaricum

- / Editorial and quality control of video and text content
- / Format development and content production

### Horeca Manager 2017

Bar Beton, Utrecht

## education

### Marketing Communication 2020 – 2021

Saxion, Apeldoorn

### Media Management / Junior Producer 2017 – 2020

ROC Midden Nederland (diploma behaald)

### Mavo-TL 2013 – 2017

Edison College, Apeldoorn (diploma behaald)

### Exchange Program 2017

Dr. Frank J. Hayden Secondary School, Canada

## skills & tools

### EXPERTISE

- / Content strategy & format development
- / Social media & influencer marketing
- / Project management & team coordination
- / Storytelling & brand identity
- / Copywriting (Dutch & English)

### TOOLS

Canva, Meta Suite, Klaviyo, Notion, Google Workspace

## Languages

Dutch native  
English fluent

## training

### AI in Creative Marketing 2025

ILGM Internal Training, Amsterdam

## interests

- / DJ & electronic music (tbki-dj.com)
- / Culture, travel & community-building
- / Creative campaigns & events