

# HEBE KOPER

CREATIVE LEAD  
HEAD OF CONTENT  
CREATIVE DIRECTOR

## CREATIVE DNA

Senior creative and content professional with over 25 years of experience across television, print, online and branded content. Develops strong content and format concepts and carries creative responsibility from idea to execution. Combines editorial sharpness with creative leadership and a strong sense of storytelling, audience and positioning. Experienced within major media organisations and commercial brands.



## FOCUS

- Creative leadership & team development
- Content and format development
- Storytelling and editorial strategy
- Brand positioning and concept development
- Cross-media (TV, print, online, branded)

## HIGHLIGHTS

- Creative and editorial responsibility across media, content and branded formats
- Leadership and coaching within multidisciplinary teams and editorial environments
- Development, positioning and growth of content- and media-driven products
- Founder and builder of CozyKidz: from concept to brand, content and e-commerce

## PORTFOLIO

<https://www.hebekoper.com>

## CONTACT

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+31 (0)6 53613624



## WORK EXPERIENCE

### Editor-in-Chief

07/2023 – Present | DPG Media

Overall responsibility for the editorial direction and day-to-day leadership of Story magazine and online platform plus glossy magazine Glorious.

- Responsibility for team, content and planning
- Safeguarding quality, tone of voice and brand identity
- Coordination of editorial workflow and deadlines
- Key liaison between editorial team, senior management and publisher
- Implementing AI & international contentsharing in workflows

### Creative Lead Promo

05/2021 – 06/2023 | Talpa TV

Creative responsibility for on-air and off-air promo campaigns within Talpa TV.

- Development of creative concepts and promotional formats
- Creative direction across concept, copy and editing
- Translation of programme strategy into brand and channel positioning
- Close collaboration with marketing, channels and production teams

### Creative Director

09/2020 – 04/2021 | NOMOBO

Creative leadership of large-scale online broadcasts and live events.

- Development of content and format concepts for international clients
- Creative responsibility for storytelling, visual direction and content
- Collaboration within multidisciplinary teams
- Clients included Salesforce and CrowdStrike

## DEEP DIVE

*The roles below represent key pillars within my career: international concept and format development within major media companies, and entrepreneurship with full creative and editorial responsibility across brand, content and commerce.*

*In addition, I held senior creative and editorial roles within live and virtual broadcasts, where content, pace and technology converge.*

### **Creative / Editorial lead**

*10/2019 – 07/2020 | FC Group (RTL Group)*

*Creative and editorial role within international pitch and concept development for RTL Group.*

- *Development and pitching of content and format concepts for multiple RTL markets*
- *Strategic translation of channel and platform positioning into creative concepts*
- *Collaboration with creatives, producers and international stakeholders*

### **Founder / Head of Content**

*01/2014 – 03/2021 | CozyKidz Kinderkamers*

*Founded and built CozyKidz from concept to brand, content platform and e-commerce business.*

- *Development of brand identity, content strategy and storytelling*
- *Creative and commercial responsibility*
- *Community building and brand positioning*
- *Experience with e-commerce, marketing and business development*

### **Live Broadcast Specialist**

*Creative and editorial responsibility for live broadcast productions in high-pressure, real-time environments.*

- *National live television (including Shownieuws – Talpa Network)*
- *International virtual events (including Salesforce / Dreamforce, Adyen)*
- *Large-scale branded broadcasts and conferences (including CrowdStrike, Beautycounter)*
- *Leadership of editorial and technical teams under live broadcast conditions*

## ADDITIONAL EXPERIENCE

*Creative, editorial and directing roles within television and media, including work for SBS Productions, Talpa, Endemol, Eyeworks, Blue Circle, RTL and AVRO. Experience as item director, editor, format developer and editorial lead on major entertainment and reality formats such as The Voice, Idols, Popstars and Temptation Island.*

## EDUCATION

- *School of Journalism, Utrecht – Bachelor, specialisation in Radio*
- *RSG Enkhuizen – HAVO*
- *Washburn Rural High School, Topeka, USA*