



Aika Tomikawa Roger

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📅 28/09/2002 🚩 Spanish, Japanese, American 🌐 Aika Tomikawa Roger

Digital content and copywriting specialist blending creativity with data-driven strategy to enhance consumer experience and global brand reach. Trained in media culture with strong analytical and storytelling skills.

📁 Professional Experience

- 09/2025 – Present
Almere, Netherlands
Social Media Manager (Freelance)
Kwatta Resort
 - Developed content strategies for Instagram and Facebook to drive audience engagement and brand awareness
 - Management of content calendar, pre-planning content in accordance to events and seasonal trends
 - Planned, designed, and created engaging visuals using tools like Canva
- 09/2025 – Present
Almere, Netherlands
Marketing Specialist (Freelance)
Yoga Village Surinam
 - Developed a complete brand identity from the ground up, defining the brand's tone, voice, and visuals
 - Designed logo, slogan, and visual guidelines for consistent communication across digital touchpoints
 - Managed and optimized social media presence on Instagram and Facebook, driving community growth and brand engagement
- 01/2025 – 06/2025
Amsterdam, Netherlands
Copywriting & Content Marketing
Appical B.V.
 - Created B2B content strategies to strengthen brand visibility and engagement across digital channels
 - Social media content (carousels, infographics, short-form videos) achieving a 16.39% engagement rate
 - Long-form marketing content (newsletters, blog posts, landing pages) with 22.92% open rate, aligned with SEO insights and data-driven performance analytics
 - Collaborated with design and product teams to ensure consistency between brand storytelling, UX, and commercial objectives

🎓 Education

- 09/2023 – 07/2024
Barcelona, Spain
MA Digital Culture & Emerging Media
Universitat Pompeu Fabra
Focus on new digital media technologies (including social media, VR, videogames, etc.)
- 09/2020 – 06/2023
Groningen, Netherlands
BA Media Studies
University of Groningen
Foundational knowledge of all (traditional) media platforms

🧠 Skills

- Content Marketing & Copywriting
- Social media content creation and management
- Graphic design software (Canva, Figma)
- Data-driven performance analytics (Google Research Console, Tableau, Meta Business Suite)
- SEO & Content optimization
- HubSpot, Webflow, Asana, Slack

🌐 Languages

English	● ● ● ● ●	Dutch	● ● ● ● ●
Catalan	● ● ● ● ●	Spanish	● ● ● ● ●
Japanese	● ● ● ● ●		