

CURRICULUM VITAE/ RESUME

Name : Femke Groot
City : Amsterdam
Mobile phone : 06 5155 6226

Work experience

1985 - Winter : Hostess/Ski representative, based in Zell am See, Austria. On behalf of Ski Esprit, Toronto

1989 - 1989 : Variety of cafe's and restaurants in Amsterdam
Waitress/Admin/Planning/Shift Manager

1990 - 1991 : Lowe Nederland
Traffic Manager

1991 - 1992 : Lowe Kuiper & Schouten
Traffic Manager/Art Buyer

1992 - 1994 : McCann-Erickson
Traffic Manager/Art Buyer

1994 - 1996 : Backpacking, 20 month's. Asia and Australia/NZ

1996 - present : Free-lance Traffic/Operations Manager/Art-Buyer i.a
Result DDB, McCann-Erickson, Wieden & Kennedy,
Direct Company, Publicis, TBWA Europe,
CampaignCompany, Design Bridge, Keja Donia, Asatsu,
StrawberryFrog, Normad Blend, 'tdee!, van Walbeek etc.,
DDB & co., Locomotive, KSM, Good Mood, Tommy
Hilfiger, Brandnew Design, TBWA\NEBOKO, Goud
Activatie

Photography /TV/ video producer o.a. Tommy Hilfiger,
Oilily, de Bijenkorf. Ogilvy London, 'tdee!, NOMADS,
Grazia, Grazia Spain, Anomaly, Etc., Fast Forward
Magazine Brasil, DCVF, Waalwear, Veldhovengroup
ModeDesign, Transmission, Lemz, TBWA\NEBOKO,
Hunkemöller, The BoardRoom/Made for Digital

Photography/video: Artists I've worked with and for:
Delphine Chanet, Lee Jenkins, Gerard Harten, Rene
Kramers, Thirza Schaap, Auke Fleer, Frank vd Beemt,
Randall Mesdon, Paul D. Scott, Tobias Raymond, Hans
Hiltermann, Carlfried Verwaayen, Klaas Jan Kliphuis,
Jouke Bos, Cristiano Madureira, Paul Bellaart, Anne
Dokter, Jeroen Mantel, Jolijn Sniijders, Peter Funch, Oof
Verschuren, Duco de Vries, Rene Mesman, Alek, Benjamin
Alexander Huseby, Geek Zwetsloot, Anne Timmer,
Wendelien Daan, Marijke de Gruyter, Daniel Nogueira
Carin Verbruggen

Name : Femke Groot
City : Amsterdam
Mobile phone : 06 5155 6226

Education : Havo 5, Leeuwarden
Highschool, grade 12, Vancouver, Canada
Summer course French, Quebec, Canada
SRM Brugopleiding Reclame
SRM Reclame A
ISBW, Basiscursus Personeelszaken / HR
TEFL, Advanced Grammar. (Teaching English as a Foreign Language)
Photography course, Fotogram Amsterdam

Work experience

2013- present

<http://www.opjeautoslapen.nl/>

We have founded a small company producing and importing RoofTop Tents, for specifically small(er) cars
We attend an average of 12-15 exhibitions per year in order to introduce and sell our products to the adventurous travellers

2002 - 2010

2 x 3,5 month per year:

For Tommy Hilfiger > Logistically responsible for all photography related to Seasonal Line Openings for all divisions within TH.
Producer Childrenswear photography, locations Spain
Producer Underwear photography
Post-production Global campaign imagery in Amsterdam and New York

Fashionshows: Producer Fashion shows for Childrenswear and coordinator backstage of Line Openings

2010-- 2012

Producer for Paul D. Scott on several jobs i.e. Van Walbeek etc., Brandnew Design, Ogilvy Redworks London en Min. van VROM

Producer FW10 photoshoot Oilily,
Photographer Rene Kramers
Location: Spoorwegmuseum, Utrecht

Producer Amstel Bier shoot
Photographer Frank vd Beemt
Location: AFC Amsterdamsche Football Club, Amsterdam

Eventmanager 're-opening' ShoppingMall Amstelveen

Producer FW10 CSW shoot Tommy Hilfiger
Photographer Delphine Chanet
Location: Groot Kievitsdal, Hilversum

Producer and Projectmanager Maffe Marathon 2010, deBijenkorf, on behalf of KSM

Photographer Rene Kramers
Producer en Projectmanager Drie Dwaze Dagen 2010,
de Bijenkorf, on behalf of KSM
Photographer Rene Kramers

Producer Behind the Scene video's Drie Dwaze
Dagen 2010, De Bijenkorf, on behalf of KSM
DOP: Flora Catsburg
<https://vimeo.com/album/2854092/video/94010087>
<https://vimeo.com/album/2854092/video/94010086>
<https://vimeo.com/album/2854092/video/94010084>

Producer Champix campaign for Reworks/Ogilvy
Londen
Photographer Paul D. Scott
Location: studio, London

Producer and Projectmanager Nieuw= boek, on behalf of
Ministerie van VROM
Photographer Paul D. Scott

Producer and Projectmanager Outerwear and Zin In
flyer, de Bijenkorf, on behalf of KSM
Photographer Rene Kramers

Producer and Projectmanager several Huis aan Huis
folders/door to door flyers. de Bijenkorf, on behalf of KSM
Photographer Rene Kramers

Producer and Projectmanager Maffe Marathon 2011,
de Bijenkorf, on behalf of KSM
Photographer Rene Kramers

Producer Inspirational video's Maffe Marathon
2011, De Bijenkorf, on behalf of KSM
Director Kenzo Overbeeke

On set Producer Philips, headsets
On behalf of Tribal DDB
Photographer Paul D. Scott
Location: Arena Hotel, Amsterdam

Local producer Fast Forward Magazine, Brazil
Fashion, Persona and Content for June 2011 issue.
Photographer Cristiano Madureira
Art/styling Paulo Martinez
Location: Amsterdam and surroundings

Producer Drie Dwaze Dagen 2011,
deBijenkorf, on behalf of KSM
Photographer Rene Kramers

Producer VW Winter tires campaign for POS
On behalf of Taxi
Photographer: Alek Bruessing
Location: Schiphol Airport and Pon Parking

Producer Veronica New Image shoot
On behalf of Veronica magazine for De Reclame Makers
Photographer Alek Bruessing
<http://www.youtube.com/watch?v=7nm2ZkWghwl>

Producer Heineken Star Serve shoot
and Moodfilm
On behalf of DCVF
Photographer/Director Alek Bruessing
Location: Millers op Plein, Den Haag
DOP: Hessel Walewijn
Model: CEO Mr. Nazar and Frank Evers
<http://www.youtube.com/watch?v=NxugtGucMik>

Spring 2012

Producer Maffe Marathon 2012,
deBijenkorf, on behalf of KSM
Photographer Rene Kramers

Producer Jackie Magazine, March 2012
Styling: Xaviera Aubri
Photographer Klaas Jan Kliphuis

Producer Grazia Magazine March 2012
Styling: Xaviera Aubri
Photographer Klaas Jan Kliphuis

Traffic manager TBWA\NEBOKO
Feb/ March, several clients i.e. AH

Project manager/Traffic Goud Activatie
March, several clients

Producer VEGA Magazine May 2012
Styling: Xaviera Aubri
Photographer Jouke Bos
Location: Bamboo Exotic Gardens, Friesland

Producer Drie Dwaze Dagen 2012,
de Bijenkorf, on behalf of KSM
Photographer Rene Kramers

Summer 2012

Press check, Anomaly for Nike
Katowice, Poland and Amsterdam

Producer and styling Arria NLG shoot June 2012
Hair and Make up: Julie McGuire, Aberdeen
YOU portraits
Photographer Hans Hiltermann
Location: Aberdeen

Traffic coach at 'ldee!
Setting up Traffic department and financial workflow

Fall 2012

Projectmanager at Veldhovengroup/ModeDesign,
Sandwich fashion
Coordination and execution of new shop concept and
production of opening Sandwich shop in Nieuwegein

Producer at Veldhovengroup/ModeDesign
Lookbookshoot Spring Summer 2013 for Sandwich
Photographer Jeroen W. Mantel

Producer and styling Arria NLG
Arria D2T, YOU corporate portraits
Photographer Hans Hiltermann

Producer at Europell BV Transmission
Spring Summer 2013 lookbook
Photographer Klaas Jan Kliphuis,

Producer at Veldhovengroup/ModeDesign
Catwalkshow WSW Summer 2013

Project Manager at Veldhovengroup/ModeDesign
Development and Execution of Sandwich fashion contest
in Antwerp, Belgium

Producer and Projectmanager Waalwear Kids
Lookbook shoot and Collection books Jottum
Photographer: Paul Bellaart,
Location: Art College, Den Haag
Producer and Projectmanager Waalwear Kids
Video Jottum
DOP
Styling: Jetteke van Lexmond
Location: Art College, Den Haag
<https://vimeo.com/72404423>

Producer and Projectmanager Waalwear Kids
Lookbookshoot and Collection books Cakewalk
Photographer: Anne Dokter,
Styling: Ellen Hoste
Location: Huys ten Donck, Ridderkerk

Producer and Projectmanager Waalwear Kids
Lookbookshoot and Collection books Cakewalk
DOP
Styling: Ellen Hoste
Location: Huys ten Donck, Ridderkerk
<https://vimeo.com/71092333>

Producer and Projectmanager Waalwear Kids
Lookbookshoot en Collection books + video Pointer
Photographer Lo Andela
DOP Lo Andela
Location: several places in Amsterdam
<https://vimeo.com/album/2854092/video/63559239>

Spring 2013

Producer Europell BV Transmission Leather
Fall Winter 2013 Lookbook
Photographer Klaas Jan Kliphuis,

Producer Sikkens Quality Time campaign, Hillegom
On behalf of Etcetera
Photographer Paul D. Scott
Location: City Hall, Hillegom
<https://vimeo.com/album/2854092/video/63726616>

Producer at Veldhovengroup/ModeDesign
Lookbookshoot Turn Over Winter and Pre-Spring 2014
Photographer Paul Bellaart

Producer and styling SMC, Laren
YOU corporate portraits
Photographer Hans Hiltermann

Producer Emirates May on board campaign 2013
On behalf of Strawberryfrog Amsterdam
Photographer: Peter Funch
CGI: Bernstein and Andriulli USA
Location: Air side, onboard A380 and B777 Dubai
Airport, Dubai

Video 'Bedhead' by Peter Funch
DOP: Fred Jacoby
Location: SHOT ONBOARD B777 IN DUBAI
<https://vimeo.com/album/2854092/video/74746284>

Video 'Musician' by Peter Funch
DOP: Fred Jacoby
Location: SHOT ONBOARD A380 IN DUBAI
<https://vimeo.com/album/2854092/video/74746285>

Summer 2013

Producer Sikkens Quality Time campaign
On behalf of Etcetera
Photographer Paul D. Scott
Location: ski resort Dalaas, Austria

Producer Sikkens Quality Time campaign
On behalf of Etcetera
Photographer Paul D. Scott
Location: Paris
<https://vimeo.com/album/2854092/video/94061335>
<https://vimeo.com/album/2854092/video/94061333>

Co-Producer Emirates Phase II campaign 2013
On behalf of Nomads Agency, Amsterdam
Photographer Hans van Brakel

Producer BLG Wonen campaign 2013
On behalf of 'tIdee! Marketing and concept
Photographer Chantal Spieard
Video: Marjolein Busstra and Rebekka van Hartskamp
<https://vimeo.com/album/2854092/video/94121642>
<https://vimeo.com/album/2854092/video/94121640>
<https://vimeo.com/album/2854092/video/94121639>

Fall 2013

Producer Grazia Spain
On behalf of Grazia Spain,
photography 2 different concept/fashion editorials
2 "making of" video's High School and Bad Girls
Photographer: Jolijn Sniijders
Video and edit: Jesse Hendriks
<https://vimeo.com/album/2854092/video/78059801>

Producer Grazia Spain
On behalf of Grazia Spain, concept Nordic Folk
Photographer Jolijn Sniijders
Video en edit: Daniel Thomassen
<https://vimeo.com/album/2854092/video/77426397>

Producer Wolter and Dros campaign 2013
On behalf of 'tIdee! Marketing and concept
Photographer Paul D. Scott

Producer for Oof Verschuren
Client: Heineken, on behalf of TBWA\NEBOKO
Advertising Camp. Worldchampionship 2014

Project Management by Tommy Hilfiger
Variety of Line Opening related projects from A to Z

Spring 2014

Producer for Oof Verschuren
Client: Milner Cheese, on behalf of TBWA\NEBOKO
Advertising Camp. Milner, pittige kaas

Producer/eventmanager Line Opening Spring 2015
On behalf of: Tommy Hilfiger Retail

Consultant/advisor Workflow and Communication
On behalf of: Landal GreenParks
Research and recommendations regarding internal
workflow processes

Fall 2014

Producer Hallmark 'reconnect' campaign 2014
On behalf of LEMZ
Photographer/Director Paul D. Scott
<https://vimeo.com/111530572>

Jurymember for GoSee in Berlin
Invited to be a member of the jury for submitted work,
category: architecture 2014

Producer/eventmanager Line Opening Pre-Fall 2015
On behalf of Tommy Hilfiger Retail

Producer/eventmanager Line Opening Fall 2015
On behalf of Tommy Hilfiger Retail
First time Reference Store Set up Concept

Spring/Summer 2015

Eventmanager for Tuinen van West
On behalf of 't Idee! Communicatie
Eventmanagement for the founding of entrepreneurs
association kick off
Speaker: Wethouder Ronald Mauer
Video: Stefano Bertacchini
<https://vimeo.com/129404852>

Producer/eventmanager Line Opening Pre-Spring 2016
On behalf of: Tommy Hilfiger Retail

Producer/coach The Glass Story
On behalf of: Buro Stoer
Coaching junior producer during 4-day shoot

Producer/eventmanager Line Opening Spring 2016
On behalf of: Tommy Hilfiger Retail

Producer/print production Karl Lagerfeld E-com boxes
On behalf of: Karl Lagerfeld
Development and sourcing printed boxes in 6 sizes

Fall 2015

Producer/content manager Woonmaak Magazine
For ERA Contour and TBIWoonlab
On behalf of: 'tIdee! Communicatie
Photographer Duco de Vries

Producer/eventmanager Line Opening Su-PFa 2016
On behalf of: Tommy Hilfiger Retail

Producer/eventmanager Line Opening Fall 2016
Production of Digital Swipe books/ Selling Tool/ APP's
On behalf of: Tommy Hilfiger Retail

Spring 2016

Producer/event manager Dela Vastgoed
On behalf of 't Idee!
Spring/Fashion event Shopping centre Gouweplein,
Waddinxveen
Stylist: Xaviera Aubri

Producer / event manager Altera
On behalf of 't Idee!
Fashion show/ evenement Shopping centre 't Loo, Heiloo

Producer Line Opening Spring 2017
Production of Digital Swipe books/ Selling Tool/ APP's
On behalf of Tommy Hilfiger Retail

Producer/Event manager ASR
On behalf of 't Idee! Communication
Project: 3D VR video of Passage Den Haag and events
Agency: 3D Capacity
Art-Director: Mariska Vlot
<https://vimeo.com/187914566/83a2ae9bee>

Fall 2016

Producer NL Delta brochures and website
On behalf of: Mariska Vlot @'tIdee!
Marc Dorleijn: fotograaf

Producer Hunkemöller Hosiery shoot
Photographer: Carin Verbrugge
Wardrobe: Jesse Donker
H/MU: Kimm Bakkers
Model Kayla @ Aqua models

Favorite fits/fashion week Shoot
Photographer: Klaas Jan Kliphuis
H/MU: Kimm Bakkers
Wardrobe: Jesse Donker
Model: Marlijn
Model: Valentine
Model: Lauren

Wedding planner
Xaviera Aubry and Rivelino Rigters
<http://www.vogue.nl/artikel/stylist-xaviera-aubri-trouwt-met-rivelino-rigters-in-een-jaren-20-stijl-warehouse-wedding>

Producer: Doutzen Swim Collection, Cuba TVC and print
Model: Doutzen Kroes
PA to Doutzen: Mo Karadag
H/MU: Ilham Mestour
Photographer: Paul Bellaart
Wardrobe: Jesse Donker
Production: Cake film
Director: Caroline Koning
DOP: Jasper Wolf
AFTER SWIM/ECOM Cuba
H/MU: Kimm Bakkers
Wardrobe: Jesse Donker
Model: Marlijn Hoek
Model: Elen Santiago
Mood video by Michelle Duyn

Spring 17

Hunkemöller
Bra Party Q3 2017
Foto/Video: Jouke Bos / Michelle Duyn
Art: Susanne Schmid
HMU: Kimm Bakkers
Wardrobe: Jesse Donker
Model Marlijn Hoek
Location: Grace Locations

Hunkemöller
HKMX shoot Q3 2017
Foto /video: Jouke Bos /Kasimir Sekeres
Art: Meike Becker
HMU: Kimm Bakkers en Romina Mazzitelli
Wardrobe: Jesse Donker
Personal trainer: Jacques van Timmeren
Ambassadors: Carolina van Dorenmalen ,Gudrun Hespel,

Chiara Maiorino en Carmen Ketelaar
Location: Hotel de Goudfazant

Hunkemöller
Get the Look Q3 2017
Fotograaf: Klaas Jan Kliphuis
Art: Susanne Schmid
HMU: Kimm Bakkers en Romina Mazzitelli
Wardrobe: Jesse Donker
Modellen: Marlijn @Ulla, Ishioma @Dominique
Location: Studio EZ

Hunkemöller
Favorite Fits Q3 2017
Fotograaf: Klaas Jan Kliphuis
Art: Susanne Schmid
HMU: Kimm Bakkers
Wardrobe: Jesse Donker
Modellen: Marlijn @Ulla, Ishioma@Dominique,
Laura@Touche
Location: Studio EZ

Hunkemöller
Hosiery Renewal Q3 2017
Fotograaf: Carin&Ferry
HMU: Kimm Bakkers
Wardrobe: Jesse Donker
Model: Kayla@Aqua Models

Hunkemöller
HKMX Box B Q3 2017
Fotograaf: Klaas Jan Kliphuis
Art: Susanne Schmid
HMU: Kimm Bakkers
Wardrobe: Jesse Donker
Props styling: Ellen Hoste
Model; Laurie@Touche
Studio EZ

Fall 17

Hunkemöller
Doutzen collaboration/Doutzen lingerie TVC and print
Model: Doutzen Kroes
PA to Doutzen: Mo Karadag
H/MU: Ilham Mestour
Photographer: Paul Bellaart
Wardrobe: Jesse Donker
Production: Cake film
Director: Caroline Koning
DOP: Jasper Wolf
<https://www.youtube.com/watch?v=6sajdqTPGqw>

Hunkemöller Hosiery Ambassadors shoot and BtS video
Photographer: Paul Bellaart
HMU: Kimm Bakkers
Wardrobe: Jesse Donker
Video: Marte den Oude
Models/ambassadors: Nora Taylor, Lynn Quanjel, Sinaii
Kivern en Klara Verzele
Location: Hotel de Witte Lelie, Antwerpen

Hunkemöller, Mixed Day/ HC/LS en P9
Fotograaf: Jouke Bos en Tom ten Seldam
Art: Meike Becker
HMU: Kimme Bakkers
Wardrobe: Jesse Donker
Model; Marlijn@Ulla
Location: Utrecht

Hunkemöller, Glam Doutzen X-mas TVC and print
Photographer: Jouke Bos
H/MU: Kimm Bakkers en Patricia van Heumen, Ilham
Mestour and Kathinka Gernant for Doutzen
PA to Doutzen: Mo Karadag
Wardrobe: Jesse Donker
Models: Doutzen, Eli Cruz, Marlijn Hoek en Ymre
Stiekema
Locatie: Park Broekhuizen
Production: Cake Film, regisseur Caroline Koning
<https://www.youtube.com/watch?v=TqxxY6XhxWs>

Hunkemöller, Cosy TVC and print
Photographer: Jouke Bos
H/MU: Lieselotte van Saarloos en Kimm Bakkers
Wardrobe: Ellen Hoste
Video: Kasimir Szekeres
Setdressing: Floor Knaapen
Models: Rose Stefanie Bertram, Rozanne en Milou Sluis
Location: The Barn, Baambrugge
Production: Cake Film, regisseur Daniel Nogueira
https://www.youtube.com/watch?v=Fwu_zs5mylc

Winter 18

Hunkemöller, Get the Look
Photographer: Wendelien Daan
H/MU: Sandra Govers en Kimm Bakker
Wardrobe: Jesse Donker
Model: Maya Stepper
Video: Kasimir Szekeres
Location: Studio EZ

Hunkemöller, Bra Party 2018 Q1 en Q3, TVC and print
Photographer: Paul Bellaart
H/MU: Danine Zwets en Kimm Bakkers
Wardrobe: Ellen Hoste
Set dressing: Floor Knaapen
Models: Marlijn Hoek, Eli Cruz en Chanel Stewart
Location: Grace locations 49007 in Haarlem
Production by The Board Room: Femke Groot & Marleen
Koelman
Director: Marijke de Gruyter
DOP: Ezra Reverda

Spring 18

Hunkemöller, Beauty/Perfume shoot
Photographer: Rene Mesman
Styling: Ellen Hoste
Location: Rene's studio

Hunkemöller, Hosiery shoot
Photographer: Carin Verbruggen en Ferry Drenthem
Soesman
H/MU: Kimm Bakkers
Styling: Ellen Hoste
Model: Maya Stepper
Location: studio EZ

ING Shoot for Superheroes Amsterdam
Photographer: Paul D. Scott
Wardrobe: Ellen Hoste
Model: via Eefje van Daal
Locatie: Grace Locations

Event manager at Libelle Zomerweek, for
Miss Etam, Steps en Promise

<https://www.libelle.nl/samen-met-libelle/hoofdredacteur-hilmar-showt-de-nieuwe-libelle-collectie-op-de-libelle-zomerweek/>

Shoot
Fotografie: Sanne Tulp
Stylog: Ilona Jongepier

Hunkemöller, Get the Look Q3, 2018
Photographer: Klaas Jan Kliphuis
H/MU: Sandra Govers en Kimm Bakker
Wardrobe: Jesse Donker
Model: Maya Stepper, Eli Cruz
Video: Kasimir Szekeres
Location: Studio EZ

Hunkemöller, Bra Party 2018 Q3,
Photographer: Paul Bellaart
H/MU: Kimm Bakkers
Wardrobe: Ellen Hoste
Set dressing: Floor Knaapen
Models: Marlijn Hoek en Chanel Stewart
Location: Grace locations 49007 in Haarlem
Production: Femke Groot

Hunkemöller: Cosy 2018 TV commercial and print
Photographer: Jouke Bos
H/MU: Ingrid Boekel en Kimm Bakkers
Wardrobe: Ellen Hoste
Video: Kasimir Szekeres
Setdressing: Floor Knaapen
Models: Elieve, Milou Sluis en Caroline Sachmann
Choreografie: Suzanne de Kruif
Location: Het Katshuis in Kats
Production: Femke Groot and Marleen Koelman for
The BoardRoom
Director: Marijke de Gruyter
DOP: Ezra Reverda

‘tIdee!: Synchroon KJ Residence
Photographer: Anne Timmer
H/MU: Fabienne Jansen
Wardrobe: Ellen Hoste
Models: div. Modellen via Eefje van Dalen
Location: div. plekken in Den Haag
Scout: Femke en Anne

The BoardRoom: Bra Party 2019 Q1 en Q3, TVC and
print for Hunkemöller
Photographer: Paul Bellaart
H/MU: Fabienne Jansen, Patricia van Heumen, Danine
Zwets
Wardrobe: Ellen Hoste
Set dressing: Floor Knaapen
Models: Eli Cruz, Daria Roxin, Katie Muirhead & extra's
Location: Grace locations in De Bilt
Production by The Board Room: Femke Groot & Marleen
Koelman
Director: Marijke de Gruyter
DOP: Ezra Reverda