

ANNA OOSTERLING

CREATIVE STRATEGIST
EDUCATION DIRECTOR



EXPERIENCE

Advisor

Fonds Podiumkunsten 2023-present

Evaluating and advising on one-time and multi-year grant applications in the fields of music, composition, touring & events.

Education design & quality assurance specialist, onboarding coach and teacher

Herman Brood Academie / MBO Utrecht 2015-present

Developing digital learning environments, improving and automating onboarding, analysing data and applying PDCA for quality assurance, advising on educational development and guiding improvement cycles, coaching and training teachers. Previously: assessor, student counsellor and teacher.

Trainings, workshops & public speaking

Get Your Act Together (*oprichter*) 2016-present

Designing and facilitating accessible learning formats in a performance-oriented context, including training & coaching.

Werkzaam o.a. voor: PopGroningen, Friesland Pop, Hit the North, ADE, Rock City, Conservatorium Haarlem, Popunie, GRAP, Grafisch Lyceum, HKU, Nederlandse Popacademie, ESNS, Fontys, De Coöperatie.

Brand identity, concept creation & partnerships

Creating/advising on consistent brand identities & messaging, visual, strategic and narrative. Developing creative concepts, campaigns and collaborations focused on long-term impact and relevance.

Never Been to Berlin (2023-2024), The Vices (2019-2022), Typhoon (2016-2019), Surfers for Surfers (2016-2017), Lieuwe Boards (2015-2016), Chef'Special (2011-2015), The Guestlist Network (UK) (2011).

Live Productie & tourmanagement

Responsible for planning, logistics and budget control of international tours and events. Coordinating communication between creative, technical and management teams.

Wende (2022-present), Typhoon (2016-2019), Chef'Special (2011-2016), Eurosonic Noorderslag (2014-2015), Dotan, Giovanca.

The strategic unicorn in your chess game. Combining my love for digital processes and deep care for human-centred implementation. My strength lies at the intersection of policy and practice: connecting vision, data and communication into smart, sustainable solutions that people embrace.

TOOLS

Dutch (moedertaal), English (fluent), NGT (beginnend), Outlook, Power BI & Power Automate, Word & Excel, Forms Photoshop, Illustrator & Indesign, Lists Canva, Canvas, Osiris, Trajectplanner, Wordpress, MyX, Mailchimp, etc.

OWN WORK

[Siggy wants to Surf](#) 2023

Bilingual children's picture book.

[The E-XCHANGE](#) 2023

International online masterclasses in collaboration with partners in 10 countries.

[Gedenkboek Scheveningen](#) 2020

Commemorative publication.

EDUCATION

NCOI Applied Sciences (HBO)

Pedagogical Didactic Certificate

2019-2021 - graduated

Grafisch Lyceum R'dam (MBO)

Media Intermediary

2006-2010 - graduated

Grotius College (vmbo-tl)

Math, German, Arts & Physics

2002-2006 - graduated

☎ +316 121 99 242

📍 Scheveningen, the Netherlands

✉ mail@annaosterling.com