

Sancho Vastiau

Writer and translator

Profile

Passionate writer with over 8 years of experience in creative writing, copywriting and translation with an eye for detail.

Employment History

Owner at BetContent, Ghent

October 2019 — Present

At BetContent, content creation and translations are done with the intended reader in mind. In order for texts to sound natural, convey their intended meaning and fulfill their purpose, it is imperative to never work on auto-pilot.

Promotion manager and business analyst at Belgium Web Casino, Brussels

January 2016 — June 2019

- Together with the company-wide business analyst, I assisted the head of online with the analysis of business activity (identifying issues, points of improvement, number crunching, reporting, et cetera.)
- Created manuals with best practices for content and customer support, procedures to help marketing utilize tools and new technical implementations, etc.
- Kept an eye on the content and translations to provide feedback and help with issues that pop up
- Promotion management (planning, coordination, updates, KPI followups, etc.)

Content and promotion manager at Belgium Web Casino, Brussels

March 2015 — December 2015

I was in charge of the creation of promotions. I took care of the calculations behind and the planning of said promotions.

Together with the Head of Online, I took care of scaling the content. Using self-written content and translations of my colleagues as a base, I coordinated with freelancers to create additional, similar content. T

I also translated games of chance related content on a regular basis to help out the different departments, including the legal department. Translations included:

English -> Dutch
Dutch -> English
French -> Dutch
French -> English

Content and CRM officer at Belgium Web Casino, Brussels

March 2014 — March 2015

I worked with higher management to create a content strategy and planned/executed this myself. Poker and casino content was created by

Contact

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Skills

Translation

Copywriting

Excel and Word

Editing and Proofreading

Creative Writing

Business Analysis

Employee Training

Customer Retention

Customer Acquisition

QAing of technical processes

Languages

Dutch

English

French

German

myself, while I led the creation of sports betting content by handpicking and coordinating freelancers.

On the request of the Head of Online, I made the basis of a CRM planning by carefully setting up a newsletter planning and targeting and coordinating this with the relevant stakeholders.

Copywriter and customer support agent at Belgium Web Casino, Brussels

February 2013 — March 2014

- Writing of poker and casino content (news and promotions) in English and Dutch
- Proofreading French translations to assure the meaning is kept intact
- Customer service agent duties in English and Dutch
- Translation duties for other departments

Content creator and translator at PokerStrategy.com, Gibraltar

June 2011 — December 2012

- Writing daily news items
- Translating poker-related news from English to Dutch in the following areas: news, entertainment, promotional, legal, strategic, technical
- Translating poker-related news from Dutch to English
- Organizing and following up small promotions and keeping participants engaged.

Education

Bachelor, University of Ghent, Ghent

October 2008 — June 2013

I received a handful of credits for economical subjects, management and social sciences (sociology, politology, philosophy...) before specializing in Eastern Languages and Cultures. I then became a Bachelor in this field, graduating with distinction.