

Evert Van den Broeck

Reet (Rumst), 30 June 1990

Wambachstraat 2
2018 Antwerpen

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EDUCATION

MASTER OF SCIENCE IN ORGANISATION AND MANAGEMENT

2012 - 2013

Faculty of Applied Economic Sciences
Universiteit Antwerpen, Antwerp, Belgium

Master thesis: Company Project @ Odyssey Logistics

Elective courses: Product and Price Management, Marketing Management,
Strategic Management

MASTER OF SCIENCE IN STRATEGIC COMMUNICATION

2011 - 2012

Faculty of Social Sciences
Universiteit Antwerpen, Antwerp, Belgium

Elective courses: Corporate communication French, Internal communication

Master thesis: "Privacy Invasion? A study targeted at young people on
personalised advertising on social networking sites"

National coverage of this thesis in newspapers and online press as finalist of
the 'Vlaamse Scriptieprijs 2012'

BACHELOR OF SCIENCE IN COMMUNICATION SCIENCES

2008 - 2011

Faculty of Social Sciences
Universiteit Antwerpen, Antwerp, Belgium

International Exchange of one semester at Nottingham Trent University, UK

COMPETENCES

COMPUTER

Google Adwords & Analytics (basics)

SPSS Statistical Software

Adobe Photoshop & Illustrator (basics)

Social Media Tools (Buffer, Tweetdeck, Hootsuite, ...)

HTML, CSS, Wordpress (basics)

WORK EXPERIENCE

STRATEGIST & SOCIAL MEDIA MANAGER, THESE DAYS, ANTWERP, BELGIUM

2017 – PRESENT

Worked on clients like Bridgestone, Telenet, deSingel, Child Focus, ...

RESEARCHER, UNIVERSITEIT ANTWERPEN, ANTWERP, BELGIUM

2013 – PRESENT

Researcher at the department of Communication Sciences, research group Media & ICT in Organizations and Society.

Research on the effectiveness of personalized advertising on social media.

Gave public talks & presentations at international conferences

Professional articles in EOS Magazine & Magazine of the European Communication Director Association

Writer for Bloovi Marketing Blog

Managed departmental social media channels (Twitter, Facebook, LinkedIn)

Additional courses: Presenting in English, European Internet Law, Argumentation & Debating Course

OTHER EXPERIENCES

SCOUTING, 92STE AARTSELAAR - REET — 1996 - 2012

Leader 2008 - 2012

Secretary 2009 - 2010

Group leader 2010 - 2012

INTERNSHIP PHM RADIO KONTICH — FEBRUARY - APRIL 2012

Intern at radio advertising professional Philip Maes.

INTERNSHIP THESE DAYS — SEPTEMBER 2016 - MARCH 2017

Strategy Intern

LANGUAGES

	Speaking	Writing	Reading
DUTCH	Mother tongue		
ENGLISH	Fluent	Fluent	Fluent
FRENCH	Good	Good	Fluent

ADDITIONAL CERTIFICATES AND DIPLOMAS

Google Adwords Certified (06/05/2016)

Language Certificate French, Equal to European level B1, Delivered by Linguapolis