

# Evert Van den Broeck

Reet (Rumst), 30 June 1990

Wambachstraat 2  
2018 Antwerpen

0472 81 31 87  
hi@evertvandenbroeck.be

www.evertvandenbroeck.be

## EDUCATION

### **DOCTOR IN SOCIAL SCIENCES: COMMUNICATION SCIENCES**

2013 - 2019

Faculty of Social Sciences  
Universiteit Antwerpen, Antwerp, Belgium

Conference presentations: ICA Puerto Rico, CYPsy Washington, SMS London, ICORIA Ljubljana, ICORIA Lisbon

Thesis: "When ads walk a tightrope: Balancing effectiveness and privacy issues of personalized advertising on social networking sites."

### **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

### **BACHELOR + MASTER OF SCIENCE IN STRATEGIC COMMUNICATION**

2008 - 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'

International Exchange of one semester at Nottingham Trent University, UK

## WORK EXPERIENCE

### STRATEGIST, WUNDERMAN THOMPSON, ANTWERP, BELGIUM

2017 – PRESENT

Worked on clients like Bridgestone, Telenet, deSingel, KIA, Danone, Child Focus, Randstad, MediaMarkt, Lunch Garden, ...

### RESEARCHER, UNIVERSITEIT ANTWERPEN, ANTWERP, BELGIUM

2013 – 2018

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
<b>DUTCH</b>	Mother tongue		
<b>ENGLISH</b>	Fluent	Fluent	Fluent
<b>FRENCH</b>	Good	Good	Fluent

## ADDITIONAL CERTIFICATES AND DIPLOMAS

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