

CURRICULUM VITAE

PERSONAL DETAILS

Surname: de Vries
Given names: Petrus Johannes
Title: Master of Arts
Date of birth: 28 December 1987
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"I am an enthusiastic communication guru who retains energy in a versatile work environment. My strength lies in the drive to learn and the need to excel. Because of my no nonsense mentality and perfectionism I always ensure that I meet requirements, dead lines and deliver tip top results."

EDUCATION

09/2010 – 10/2012 **Master International Business Communication**, Radboud University Nijmegen
Minor: employment law for non-law students
Thesis: research on the perception of the Dutch people with regard to Dutch pop music versus English pop music

09/2007 – 06/2010 **Bachelor Communication & Information Science**, Radboud University Nijmegen
Field of study: international business communication. Language: English
Thesis: research on the perception of the Dutch and German consumers on the all different car brands and logo's

Minors:
Student exchange to the Komenius School of Business in Slovakia
strategic management, intercultural communication, aspects of Slovakia
Intercultural Management: international take overs and mergers,
Intercultural management, interaction-analysis, cultural differences in communication
Free minor: strategy, working ethics and psychology, international marketing, organisational behavior

09/2001 – 06/2007 **Gymnasium**, Van Maerlant Lyseum Eindhoven
Profile: Culture & Sociology
Extra classes: Latin, German and Economics

WORK EXPERIENCE

06/2012 – till now **Marketing Assistant**, Danone Utrecht
Support of the Marketing Director, marketing department and HR manager
Tasks: Creation and writing of marketing expressions. Development of marketing plans. Idea development, product development. Project management and guiding interns.

02/2011 – 10/2011 **Internship search engine marketing**, Searchresult, Den Bosch
Tasks: Search engine optimisation, content writing, posting articles in CMS,
link building, key word research for customers.

2005 – 2012 **Side jobs**
Hotel-restaurant Van der Valk, Eindhoven
Café Tom & Jerry, Veldhoven
Restaurant de 3 Muskietiers, Vessum

FREE TIME ACTIVITIES

05/2012 Press cabin assistant, Pinkpop Landgraaf
One of the contact persons for press and record companies

03/2011 – 06/2012 **Head editor and treasurer student board 2.0**, www.s20.nl
Writing articles about efficient, innovative and durable websites for
students, grant requests for durable businesses

09/2010 – 09/2011 **Board of advice & financial control comity**, SVBC Babylon Nijmegen
Advise the current board of the student association, task control of the current
treasurer

09/2008 – 09/2009 **Financial controller 20th Board**, SVBC Babylon Nijmegen
General management of the student association, organizing formal and informal
activities for members, coordination of the student trip comity, accounting,
invoicing and billing

09/1996 – 10/2012 **Alt-saxophonist Philharmonic Veldhoven**
Weekly rehearsal for concerts and contests

OTHER ABILITIES

Languages Dutch – mother tongue
English - fluent
German - good
Spanish - good
French - basics

IT-knowledge Word, Excel, Power point, SPSS, SAP, CMS, Facebook, Twitter

INTERESTS

Travelling: from 11/2012 till 04/2013 I was travelling in South America, Australia and Asia

Hiking: preparation for the 4 day hike of Nijmegen

Reading: at the moment I am reading 'Happiness – Lessons from a New Science' van Richard Layard