



## Ariane van der Veen

Journalist & Content Curator

Digital MarCom & Strategy

Proof of Concept Maker

### FREE-LANCE MISSIONS

Avaveen Since  
2009  
Everywhere

#### - Content Strategy Mixologist

- Content marketing, cross-media campaigns & transmediastrategy, concept, content creation, production and PM.
- Social Media, implementation and resources training and coaching.
- Trends watching, art buying and content curation.

2020-2022

#### - Google Digital Atelier operated by Nedworks & Oval Office

- Digital Marketing Trainer & Coach

2019

#### - Triodos Bank : Content Officer ad interim

#### - Teaching and coaching in Digital Communication

#### - Equicoaching (Equité ASBL, Chevalliance)

#### - Horse Shiatsu Training (Equina in Dutch)

2018

#### - Interel in Belgium (PR firm): Consulting Director Digital & Content Strategy

#### - University ST Louis, ISFSC: Invited teacher

- Master degree in Digital Communication: class of transmedia and crossmedia communication methodologies

#### - IHECS: invited teacher

- Master degree in Digital Content: class of Content Strategy

#### - IHECS Academy: professional trainer in Digital MarCom

#### - IFE by Abilways: Social Media trainer and coach

- European Commission: DG COMM & HR
- European Economic and Social Committee
- Court of Justice of the European Union

2017

#### - NewsMaster (Rossel Group): Strategic content creation and production

- Engie
  - Content strategy for B2C 'storage' content chapter
  - SEO adaptation of all existing articles from "Sweet & Smart Home" (B2C blog) prior platform migration
- BMW Belux
  - Content strategy for the Lifestyle blog revamp
- Hello crowd!
  - Content strategy for the Hello bank! Crowdfunding platform
- Content creation, articles writing and video production for ING, Hello bank!, Sodexo, Engie among others

2015-2016

#### - Le Soir - Rossel: Journalist | Digital content strategy

- Victoire Magazine– Lifestyle segment: print content conversion, curation, article creation and editing. Newsletter creation and publication. Social Media: conversation & community management

#### - RMNET (Pharma communication): Content strategy

- Rebranding and digital strategy for website launch of VivaSanté-VivaGezond (B2C Magazine)

## EMPLOYED POSITIONS

<b>Hello bank!</b> May 14- Oct 15 Brussels	<b>Content Marketing</b> Translation of business needs into creative digital communication format and storytelling of this innovative first Belgian mobile bank of BNP Paribas Group.
<b>Alpha Card</b> Dec.11- Oct.12 Brussels	<b>Social Media Strategy</b> Marketing Division for American Express
<b>RTBF</b> April 10–Aug. 11 Brussels	<b>Youth &amp; Lifestyle websites Product Management</b> Editorial Committee member for TV content (web, technology, trends and design)
<b>Dominique Models</b> June 08 –Oct. 09 Brussels	<b>Digital Project Manager   Web Content Production</b> www.dominiquemodels.tv: Concept, creation, administration and content production & video direction. Business and Social Media dev.
<b>Instruxion</b> Feb. 06 - May08 Brussels	<b>Multimedia Editor   Project Manager</b> Company specialized in e-Learning and e-Marketing digital content
<b>I Screen</b> Nov. 04 – Nov. 05 Brussels	<b>Director relations and production</b> Commercial and film production company
<b>WWF Belgium</b> March - April 04 Brussels	<b>Public and Press Relations for 2 special events</b> Global environmental conservation organization
<b>Touch</b> Oct. 98 - April 02 Brussels	<b>Head of Division for Dominique Models Agency</b> Hair & make-up artists and stylists representation for fashion and advertising shooting industry
<b>Beachcomber Hotel</b> April 97 – July 98	<b>Front Desk Manager in charge of 3 receptions</b> Beachcomber, Nassau suites and Bayliss <i>Guesthouse Miami, Florida</i>

## LANGUAGES

<b>French</b>	Native	Excellent writing skills
<b>English</b>	Fluent	Read, spoken, written
<b>Dutch</b>	Fluent	Read, spoken, non-editorial writing

## EDUCATION

- <b>Class of Commercial film Production</b> – October to December 2004 - CAD (Art & Design private school) Brussels – Belgium
- <b>Certificate of Investor Relations (Post- University Course)</b> - September to December 93 - Université Catholique de Louvain– Belgium
- <b>Master Degree in Journalism &amp; Communication</b> – September 89 to June 93 - Université Libre de Bruxelles – Belgium

## HOBBIES

Horse-riding, horse shiatsu, ceramic, photography, design, art, writing, reading, dance
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## CONTACT & INFO

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