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DATE OF BIRTH: 4 January 1980
PLACE OF BIRTH: Amsterdam



WORK EXPERIENCE

APRIL 2009 - PRESENT FREELANCE DIGITAL PROJECT MANAGER/PRODUCER

Project management including: defining targets and project requirements, creating online concepts, managing creative and technical processes and having an all-time overview in regards to strategy, budget and planning.

<http://www.laurakruger.com>

AGENCIES:

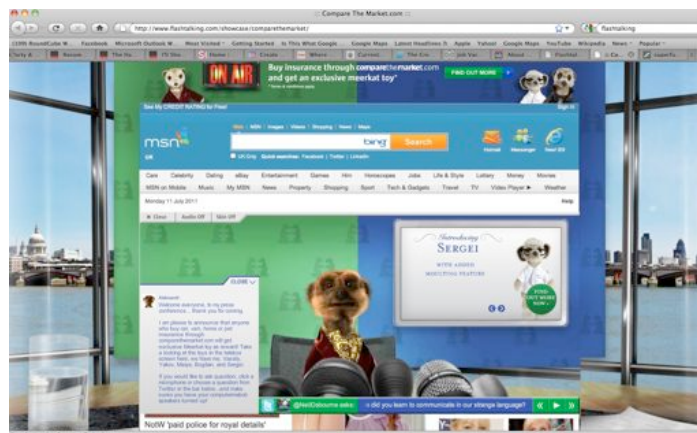
VCCP London, Fitzroy Amsterdam, Sid Lee Amsterdam, Tribal DDB Amsterdam, Ogilvy Interactive Amsterdam, Lukkien, Network, Watson & Lewis.

PROJECTS

July 2011 – Compare the Market

Rich media campaign on YouTube & MSN to support new brand campaign.

<http://www.flashtalking.com/showcase/comparethemarket/>



June 2011 – Coors Light UK

TV and online advertising campaign including Facebook, YouTube channel, (campaign) website & rich media banners



February 2011 - Adidas global

Online campaigns for product launch – adizero f50 prime

<http://www.adidas.com/football/f50adizero>



September 2010 - KLM International

Website tools & social media campaigns



June 2010 - WWF

Donation campaign – website & online traffic drivers



March 2010 – Ficci Frames 2010, Mumbai, India

Presentation and participation on conference subject: 'Children and the future of television'.



Sept 2009– Jan 2010 - Martini (Bacardi)

Social Media campaigns on divers platforms as You Tube & Facebook



Sept/Dec 2009 - ING

Cross media campaigns for ING Recruitment



Others:

Diageo –online campaign concept Introduction campaign new product line

BBC – research & website development

Aspire – website development for hotel TheTorch-Doha

Heineken – campaign website for Heineken Starclub

Adidas - online campaigns for product launch – Climacool

Philips – research & Social media strategy

IBM – online campaigning, brand websites & direct mailing

Wessanen – various brand websites for consumer food producers

APRIL 07- JAN 09

RHINOCREATIONS, ONLINE CAMPAIGN AGENCY

<http://www.rhino creations.com>

Fulltime position: Account manager / Project manager

Responsibilities: Overall resource planning, client budget management, concept development, presentations & client management including planning, budget, goal management and evaluations.

SUMMARY OF CLIENTS & PROJECTS AT RHINOCREATIONS:

2007/2009 - Amstel International

Responsibilities: account management, concept & project management.

Deliverables: Brand websites for Amstel Pulse in 8 countries and wide variety of online marketing campaigns including banners, campaign websites and online applications.

2008 - Cinemalink.tv – Online shop for independent movies

Responsibilities: strategy, concept & account management.

Deliverables: online marketing strategy, website and crossmedia branding campaign deliverables like print & banners.

August 2008 - Heineken international – Campaign: ‘Know the signs’

Responsibilities: Project management.

Deliverables: divers traffic drivers as interactive banners & email.

August 2008 - Eredivisie Live – Launch of brand television channel.

Responsibilities: Online concept & Project management.

Deliverables: campaign websites, wide variety of banners, interactive banners and online gadgets.

May 2008 - ING Group - worldwide internal video contest

Personal responsibilities: concept, functional design & project management.

Deliverables: , concept, functional design & visual design.

November 2007 - Monkey Business – Nonprofit organization

Responsibilities: concept & project management.

Deliverables: Online game, campaign website & banners

FEB 06- MARCH 07

FUNX, URBAN RADIO STATION

Fulltime position: Department Manager Internet

Responsibilities: Establish Internet division and internal and external online activities, improve and expand frontend and backend of all websites in relation to user experience and site functionality, initializing collaborations with third parties.

2005

FREELANCE PROJECT MANAGER & ONLINE VIDEO PRODUCER/EDITOR.

Projects: Online video reports and video editing of international initiatives for aid organization Cordaid.

Reviewing sponsor activities of Health & Mobility organization Unu.

Project management for FunX Radio station.

2002-2004

NETWERK, COMMUNICATION AGENCY

Fulltime position: Project manager/content manager/producer.

Responsibilities: Overall project management, content management divers websites, creating and producing video and establishing projects as interim project manager for:

Sept/Nov 2004 - Ministry of Social Affairs and Employment

2003 - City of Amsterdam for **XXXS**: youth card of City of Amsterdam

2002: Technical university of Eindhoven for Installation technology,

2000-2003

SUPERSPHERE, CREATING & ORGANIZING DIVERS PARTIES.

Function: Co-owner.

Responsibilities: production, sponsorships & art-direction.

MARCH- AUG 2002

DOORVOGEL, ONLINE BRAND ACTIVITY

Part-time position: Office manager, Affiliate manager & Web editor.

1998-2001

KRITERION, ART HOUSE CINEMA

Part-time position: diverse functions.

Responsibilities: Film programming, head of bar and a variety of daily cinema activities.

SUMMER 1998

JOOP VAN DEN ENDE TELEVISION PRODUCTIONS, TELEVISION PRODUCING COMPANY

Fulltime position: Staff member Audience department.

EDUCATION

2003:

SMALL BUSINESS, ASSOCIATIVE PRAKTIJKEXAMENS

Graduated in: Business Administration, Personnel & Organization, Business plan.

1998-2001:

FILM- AND TELEVISION STUDIES, UNIVERSITY OF AMSTERDAM

Major: Television, media en culture.

No graduation.

1992-1998:

VWO, MONTESSORI LYCEUM AMSTERDAM

Graduated in Dutch, English, Economics, Math, Geography, History & Art.

SKILLS

LANGUAGES:

Dutch - native

English- fluent spoken and written

COMPUTER:

Skilled on both Apple & PC.

Software - All programs of Office XP, MS Project, Visio, Photoshop, Illustrator and Final Cut Pro.

Online – Basecamp, Jira , Pivotal, various Web Analytic programs & Content Management systems.

Development – familiar with HTML, PHP, MySQL, JavaScript, Flash, Action Script and Adobe Air.

COURSES & PERSONAL INTERESTS

Child support chat training for volunteers, First aid, Webpage designer, film making, travelling (abroad), reading, walking, theatre (no musicals) & tap-dancing.