



*\* Sorry for the balloon face, research shows that you look at your best between 10 and 11 AM. Picture taken at 7:50 AM.*

(°27 July 1983)

Volksstraat 54/411 2000 Antwerp - Belgium

Mobile: +32 498 53 91 83

[geert@raadbijwoord.be](mailto:geert@raadbijwoord.be)

[geert.vandeneijnden@lessius.eu](mailto:geert.vandeneijnden@lessius.eu)

[www.raadbijwoord.be](http://www.raadbijwoord.be) & [www.lessius.eu](http://www.lessius.eu)

Twit Twitter Tweet: [@GeertVdEijnden](https://twitter.com/GeertVdEijnden)

## Work work work

2011 - ongoing

**Freelance Copywriter** @ Raad bij Woord

Clients include: Brussels Airlines, Desperados, Kluwer, Vinicity, ...

The most fun? A radio message for Santa and a DM that frightened 200 principals.

2007 - ongoing

**Lecturer Communication Skills** @ college university Lessius Mechelen

In Departments of Communication & Business Management:

From basic to advanced copywriting, meeting and presentation techniques.

**Account Manager and Writing Coach** in several projects for big clients:

- > Portfolio: Doctors without Borders, New Ford Fiesta, ...
- > Campaign: Paris Ici XL, B-post, Utopolis, ...
- > Pitch Advertising: Sara Lee (Douwe Egberts), Unilever (Dove Men), ...
- > Pitch Public Relations: Procter & Gamble, Unilever, ...
- > Pitch Event: Lessius Mechelen, Nestle San Pellegrino, ...

**Researcher** (Practice Enterprise, Logistics-Education and Airport, ...),

**Student Counselor** and inCOMing and outgoing **Coach International Students**.

**Creator of Seminars** for third-year students of COM. (Inter)national guest lecturers include: Clo Willaerts (online media), Ana Adi (PR Specialist), Marina Wikman (Inter-cultural COM), Arnaldo Smet (Digital PR), Dirk Lenaerts (Crisis COM).

## Master to pupil

2005-2006

**Advanced Master in Communication Science** @ university of Antwerp

Thesis about Internet and Noëlle Neumann's Spiral of Silence. (High distinction)

**Academic Teacher Degree** @ university of Antwerp. (Distinction)

2001-2005

**Master in English and Dutch Literature** @ university of Antwerp

'You rejoice me: The influence of Wyndham Lewis on James Joyce'

Promotors Dirk Van Hulle and Geert Lernout. (High distinction)

1995-2001

Latin-Modern Languages @ Klein Seminarie, Hoogstraten

Writer for school journal, soccer player for school team.

## Professional training & masterclasses

16/11 & 17/11 2011	<b>World Creativity Forum:</b> Attended with 150 students: Pattie Maes (Sixth Sense), Malcolm Gladwell (Tipping Point), Garr Reynolds (Presentation Zen), ...
Summer 2011	<b>Internship @ 6+1:</b> advertising agency ( <a href="http://www.sixplusone.be">www.sixplusone.be</a> ) Invited as teacher trainee by the Visiting Professors Program of the ACC.
January-June 2011	<b>Copywriting masterclasses:</b> de Gouden Veer in The House of Marketing, Mechelen, sponsored by Lessius Mechelen: 52 hours.
03/03/11-06/03/11	EUPRERA-conference (European PR and Research Association) in Lisbon, Portugal.
03/02/11-04/02/11	<b>Making Knowledge Work:</b> conference in Manchester University, UK.
21/12/10	Powerful Presentations by Krist Pauwels (Choco).
30/11/10	Account Directing insights by Dimitri Mundorff (Duval Guillaume Antwerp).
28/05/10	<b>The Power of Good PR</b> by Peter Otten (Hill & Knowlton).
26/11/09	Advertising Strategy Trends by Yves Van Landegem (Saatchi & Saatchi).
June 2011 - 2012	<b>Freelance Copywriter</b> @ Schrijf.be Clients include: DVV Verzekeringen, Linex Prefab, Bosch Onderhoud, ...
2006-2007	<b>Teacher English-Dutch</b> @ Mariagaarde and Maris Stella Instituut, Malle.
July 2005 & July 2006	<b>Journalist</b> @ Sanoma Magazines Belgium for Story, Antwerp Primarily articles, interviews and editing in Belgium's gossip magazine. (summer job)

## Skills

**Fluent** Dutch and English, **good knowledge** of French and German.  
**Warm people skills** (soccer captain, youth club, monitor), inquisitive, quick learner.  
**Good computer crafts:** Office, Windows, Mac and the rest of the world wild west.  
Resilient, insightful, demanding, driven (and driving), target terrier.  
Uncrowned checker champion to be. Ten miles runner Antwerp.

## Culture culture

Amsterdam, Berlin (in VW-hippie van),  
Coupland, dEUS, Eels, Fight Club,  
Herman De Coninck, Into the Wild,  
Jack Sprite, Krakow, Lion King,  
Magritte, New York (one month with  
host family), Oracle Night, Paul Van  
Ostaijen, QOTSA, Radiohead, Story-  
telling, The Office, Up, Van Gogh,  
Wired, Xavi, Youtube, Zarautz.

## Bucket List

Do you have an hour?  
Ranges from growing an Eels-beard,  
running (not walking!) a marathon,  
becoming world champion of checkers,  
doing three consecutive pull-ups, ...

## References

- > Bruno Neuville, Head of Communication Dpt: [bruno.neuville@lessius.eu](mailto:bruno.neuville@lessius.eu).
- > Inge Jamaels, Head of Advertising Dpt: [inge.jamaels@lessius.eu](mailto:inge.jamaels@lessius.eu).
- > Ana Adi, Online Media Specialist and PR Consultant: [ana.adi@gmail.com](mailto:ana.adi@gmail.com).

*Still questions? Great, I have some too! Let's meet up and talk. Q1: Over coffee?*

