

# Tom Vanderheyden

✉ tom.vanderheyden01@gmail.com | ☎ (778) 302 1922 | 📍 Vancouver, BC | 🔗 https://tvdhdtv.xyz

## Education

---

### Thomas More University College

BSA IN MULTIMEDIA STUDIES

Mechelen, Belgium

Sep 2014 – Sep 2017

### Koninklijk Atheneum Pitzemburg (High School)

DIPLOMA IN ECONOMICS, LINGUISTICS

Mechelen, BE

Sep 2005 – Sep 2012

## Experience

---

### Booje Media/Podcast Nation

SPONSORSHIP COORDINATOR (CONTRACT)

- Direct coordination between advertisers and production hosts
- Holistic analysis of audience demographics and sponsor fits

Vancouver, BC

Mar 2020 – Present

### Fatigue Science

DIGITAL MARKETING ASSISTANT (CONTRACT)

- High-level SEO & SEM analyses, reports and optimisations
- Content management on WordPress
- Boosted SiteImprove score by 60%

Vancouver, CA

Feb 2020 – Present

### De Esdoorn

DUTCH LANGUAGE AND CULTURE TUTOR

- Language education for children and adults
- Integrated the school's digital infrastructure to Slack
- Adherence to strict criteria issued by the Dutch Ministry of Education

Vancouver, CA

Sep 2019 – Present

### TriCity Group of Companies

PROJECT MANAGER (CONTRACT)

- Compile reports and comparative price and time sheets for the contractors
- Delegate and assist with the board of directors to find suitable partners/contractors
- Tracking and auditing of projected costs, progress and liaising with on-site personnel

Vancouver, CA

Aug 2019 – Nov 2019

### Sycle Technologies Canada Ltd.

SOFTWARE QUALITY ASSURANCE ENGINEER

- Automated testing (Selenium, Codeception, Cypress); manual user- and end-to-end
- Highly structured Agile methodology, direct cooperation with the PM and UX teams
- Primary analyst for a substantial Angular-to-React port of key components

Vancouver, BC

Feb 2018 – Aug 2019

### Koninklijke Maatschappij voor Dierkunde (KMDA) vzw

PHOTOGRAPHER/B2C SALES

- Commercial photography for customers, enclosures and social media content
- Variety of B2C-oriented duties: manage and operate different key points of service (booth, carousel, restaurants)
- Multilingual assistance for international visitors, tours

Mechelen, Belgium

May 2016 – Sep 2017

## Skills

---

**Web:** PHP/Laravel, HTML/CSS/JS, Node.js/MongoDB, MySQL, Variety of web servers

**Marketing:** SEO/SEM, eCommerce CMSs, FB BM, Google AWS/AWD, PPC/PPA

**Creative:** Professional/Creative writing, Digital/Analog Photography, Adobe CS, UX/UI, Graphic Design/Drawing

**Humanities:** Dutch (C2), English (C2), French (B2), Interpretations/Translations, Confident and record-free driver