Tom **Vanderheyden**

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Education

Thomas More University College   *Mechelen, Belgium*
BSa in Multimedia Studies   *Sep 2014 – Sep 2017*

Koninklijk Atheneum Pitzemburg (High School)   *Mechelen, Belgium*
Diploma in Economics, Linguistics   *Sep 2005 – Sep 2012*

Experience

Booje Media/Podcast Nation   *Vancouver, BC*
Sponsorship Coordinator (contract)   *Mar 2020 – Present*
• Direct coordination between advertisers and production hosts
• Holistic analysis of audience demographics and sponsor fits

Fatigue Science   *Vancouver, BC*
Digital Marketing Assistant (contract)   *Feb 2020 – Present*
• High-level SEO & SEM analyses, reports and optimisations
• Content management on WordPress
• Boosted SiteImprove score by 60%

De Esdoorn   *Vancouver, BC*
Dutch Language and Culture Tutor   *Sep 2019 – Present*
• Language education for children and adults
• Integrated the school's digital infrastructure to Slack
• Adherence to strict criteria issued by the Dtuch Ministry of Education

TriCity Group of Companies   *Vancouver, CA*
Project Manager (contract)   *Aug 2019 – Nov 2019*
• 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 liasing with on-site personnel

Sycle Technologies Canada Ltd.   *Vancouver, BC*
Software Quality Assurance Engineer   *Feb 2018 – Aug 2019*
• 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 susbtantial Angular-to-React port of key components

Koninklijke Maatschappij voor Dierkunde (KMDA) vzw   *Mechelen, Belgium*
Photographer/B2C Sales   *May 2016 – Sep 2017*
• 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

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