

# Curriculum Vitae

## FRANCIS VERHOEVEN

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### PERSONAL DETAILS

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**Gender:** Male  
**Nationality:** Belgian  
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### CAREER OBJECTIVE

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Committed master's student in Business Economics, graduating January 2019. Interested in working out strategic new product initiatives in blockchain, upstream product management and business design that yield visible results.

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### EDUCATION

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#### MASTER OF APPLIED ECONOMICS: BUSINESS ECONOMICS

*University of Antwerp*

Antwerp, Belgium  
September 2017 – January 2019

- Profile: Marketing.
- Master Thesis: "Initial Coin Offerings (ICOs): possibilities and limitations."
- Significant coursework in Product & Price Management and Contracts & Intellectual Property.

#### ERASMUS PROGRAM: STUDY ABROAD

*European Business School Wiesbaden*

Wiesbaden, Germany  
August 2017 – December 2017

- Monetised big data by developing a new business model for HRS Group, as part of an eight person team.
- Improved my ability to work together with people from different cultures and backgrounds.

#### BACHELOR OF APPLIED ECONOMICS: BUSINESS ECONOMICS

*University of Antwerp*

Antwerp, Belgium  
September 2016 – June 2018

- Profile: Management in Information Systems.
- Learned to plan and organize my workload.

#### BACHELOR OF BUSINESS ENGINEERING: MANAGEMENT INFORMATION SYSTEMS

*University of Antwerp*

Antwerp, Belgium  
September 2012 – June 2016

- Completed 165 out of 180 credits.
- Business Engineering was not the right fit for me due to the heavy focus on mathematics. At the same time I became interested in new business development. Therefore I switched to Business Economics.

#### DUAL PROFILE: NATURE & TECHNOLOGY AND NATURE & HEALTH

*Gymnasium Beyers Naudé*

Leeuwarden, the Netherlands  
September 2006 – June 2012

- Equivalent to A-levels successfully completed.

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## EXPERIENCE

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### STUDENT JOB – MARKETING DEPARTMENT

*Delen Private Bank*

Antwerp, Belgium

July 2018

- Supported the conversion to the renewed Luxembourg and Swiss versions of the company website.
- Worked out a social media strategy proposal containing a working dashboard prototype.

### CHAIRMAN – STUDENT ASSOCIATION

*Fristika*

Antwerp, Belgium

March 2017

- Launched Fristika, a student organisation with a focus on non-alcoholic activities.
- Achieved a strong social media presence by reaching 700.000 people in three days after launch, with national newspaper coverage and over 400.000 views on a single video post.

### INTERN – PM GLOBAL STRATEGY

*BASF*

Waterloo, Belgium

July 2016

- Successfully completed a strategic value chain analysis project, to identify M&A targets for BASF's Performance Materials division.
- Learned to communicate professionally in a business context as well as to build trusting work relationships.

### MEDIA PARTNER – STUDENT ASSOCIATION

*IMBIT vzw*

Antwerp, Belgium

May 2015 - April 2016

- Worked as part of a dynamic team, organising events such as workshops, lectures and recreational activities.
- Created a new digital marketing strategy promoting brand awareness by introducing the #HIBTIP social media series and growing reach & engagement on Facebook 20 fold.
- Modernized IMBIT's website and reduced hosting costs by 75%.

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## LANGUAGE SKILLS

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**DUTCH:** Native language.

**ENGLISH:** Fluent. Able to give business presentations, lead discussions, write business reports and conduct interviews.

**FRENCH:** Fluent. Able to give business presentations, conduct debates and write business reports.

**GERMAN:** Working knowledge. Able to give short presentations and hold a conversation.

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## IT SKILLS

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- Expert proficiency in **industry-standard** software including: **Adobe Suite** (incl. After Effects, Illustrator & Photoshop), **Final Cut Pro X**, **MS Office** (incl. Excel, Outlook, PowerPoint & Word) and **Wordpress**.
- Sound understanding of **HTML & CSS** and able to set up a Wordpress optimized **LEMP stack** on a VPS.
- Practiced **lead generation** through **Hubspot** as well as **paid advertising campaigns**, utilising Google AdSense, Facebook Business and Bing Ads.
- Experience using statistical and numerical analysis software such as **Power BI**, **SAS**, **JMP** and **MATLAB**.

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## ADDITIONAL INFORMATION

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- 2011: Cambridge Certificate in Advanced English.
- 2014: Won third place in the student ranking of the national "Knack Investor Competition" (Belgium). A three-month competition, with the goal of building an investment portfolio that outperforms the other 18.000+ competitors.
- 2016: Full/clean driving license.

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## REFERENCES

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References are available upon request.