

Curriculum Vitae

FRANCIS VERHOEVEN

PERSONAL DETAILS

Gender: Male
Nationality: Belgian
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CAREER OBJECTIVE

Committed master's student in Business Economics, graduating January 2019. I am looking for a junior role in product management, blockchain, innovation consulting or business design that yields visible results.

EDUCATION

MASTER OF APPLIED ECONOMICS: BUSINESS ECONOMICS

University of Antwerp

Antwerp, Belgium
September 2017 – January 2019

- 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.
- Significant coursework in "Start Up & New Business Development" and "Brand Management".

BACHELOR OF APPLIED ECONOMICS: BUSINESS ECONOMICS

University of Antwerp

Antwerp, Belgium
September 2016 – June 2018

- Profile: Management in Information Systems.
- Significant coursework in "Design of Information Systems" and "Financial Management".

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. Given my interest in new business development, 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.

WORK EXPERIENCE

STUDENT JOB – MARKETING DEPARTMENT

Delen Private Bank

Antwerp, Belgium
July 2018

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

INTERN – PM GLOBAL STRATEGY

BASF

Waterloo, Belgium
July 2016

- Successfully completed a strategic value chain analysis project, identifying 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.

VOLUNTEER WORK

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.

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%.

LANGUAGE SKILLS

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.

IT SKILLS

- 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), **Sketch** 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**.

ACTIVITIES AND INTERESTS

In my spare time I keep myself busy with various projects.

- Out of these projects, Fristika has been the most successful, while Puzzelsurprise has been my biggest failure.
- Lately, I've been building prototypes for some fun ideas like a new dating app (projectalice.eu) or a temporary email service for the Netherlands (henkmail.com).
- I also enjoy photography and recently got into cyanotype printing.

ADDITIONAL INFORMATION

- 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: Driving license.

REFERENCES

References are available upon request.