



L.I.S.A. KNAPEN
MSC., BSC.

WHO AM I?

A creative, ambitious and studious UX-focused IT professional, academically trained in communication and research.

WHAT I'M LOOKING FOR

Fulltime job, internship or traineeship as a marketer, strategist or creative, preferably in a B2C company, media bureau or advertising agency.

SOFTWARE

- Adobe Photoshop, Adobe Indesign, Adobe Illustrator, Adobe Dreamweaver, Adobe Premiere Pro, Adobe Acrobat, Mac OSX 10.6+, Windows XP+, Microsoft Office, IBM Statistics, MAXQDA, Cloudsuite

SKILLS

- Photography, Marketing, Communication, Research Methods, Public Relations Strategy, Design, User Experience, Web Development, Social Media, Customer Care, SEO, SEA, Psychology, Human Behavior, Science

INTERESTS

- Technology, Innovation, Art, Psychology, Human Behavior, Science

CONTACT

- Name: LISA I.S.A. KNAPEN, Address: THAMERHORN 28, UITHOORN, Website: WWW.LISAKNAPEN.NL, Email: INFO@LISAKNAPEN.NL, LinkedIn: /IN/LISAKNAPEN, Languages: Dutch, English



EDUCATION

- Aug 2016 - Jul 2017: MASTER COMMUNICATION SCIENCE • NIJMEGEN, NL, RADBOUD UNIVERSITY - "MEDIA & PERSUASION", EXTRA COURSE: APP-LAB - INTELLIGENT MOBILE APPS
Aug 2015 - Jun 2016: PREMASTER COMMUNICATION SCIENCE • NIJMEGEN, NL, RADBOUD UNIVERSITY
Aug 2011 - Jul 2015: BACHELOR ICT & MEDIA DESIGN • EINDHOVEN, NL, FONTYS UNIVERSITY OF APPLIED SCIENCES - CUM LAUDE, INNOVATION ROUTE: DIGITAL PUBLISHING
Aug 2014 - Jan 2015: MINOR PUBLIC RELATIONS: STORYTELLING • ROTTERDAM, NL, ROTTERDAM UNIVERSITY OF APPLIED SCIENCES
Aug 2010 - Jun 2011: BACHELOR GRAPHIC DESIGN • BREDA, NL, ST. JOOST ACADEMY OF ARTS • PREMATURELY TERMINATED
Aug 2005 - Jul 2010: HAVO: NATURE & HEALTH • WEERT, NL, PHILIPS VAN HORNE S.G.



EXPERIENCE

- VAN BEEK ART SUPPLIES • BADHOEVEDORP, NL, E-COMMERCE EMPLOYEE - WWW.VANBEEKART.COM, Social media strategy & content, SEO, SEA, webshop, administrative tasks. (Apr 2018 - Present)
TEMPORARY JOBS • VARIOUS, KPMG - PROJECT EMPLOYEE // FT SYSTEMS - TRANSLATOR, Analyzing quality plans within elderly care // Design, translating EN-NL. (Mar 2018 - Apr 2018)
IMANDRAGRAFIE • UITHOORN, NL, OWNER - WWW.IMANDRAGRAFIE.NL, Photography, (web)design & promotional design. (Mar 2014 - Dec 2017)
THESIS RESEARCH • 'S HERTOGENBOSCH, NL, GRAD STUDENT - WWW.LISAKNAPEN.NL/PAPERS.PHP, Experimental research on the effects of privacy concerns, reactance and brand choice when using location based advertising, for which a virtual reality headset was used. (Feb 2017 - Jun 2017)
TBWA\NEBOKO • AMSTERDAM, NL, INTERN - WWW.TBWA.NL, Examined and redesigned a major Dutch supermarket's smartphone application, by carrying out usability research, inspecting how the company fared, looking at the trends at that time and looking into new technology. (Feb 2015 - Jun 2015)
ATOS ORIGIN • EINDHOVEN, NL, FIRST LINE SUPPORT AGENT - WWW.ATOS.NET, Helping people with hardware, software and account issues via email and telephone. (Dec 2011 - Jan 2015)
TRAVALCO • HALLANDALE BEACH, USA, MEDIA INTERN - WWW.TRAVALCO.COM, Examined Travalco's two websites through usability research and used the results to redesign them, together with Nadine van Tuyl. (Aug 2013 - Jan 2014)



ONE OF MY REFERENCES

I know Lisa as a very motivated scholar who is eager to work on several projects.

She has great scientific as well as practical skills. She is highly productive, always delivers according to deadlines, and has great communicative skills. The quality and speed in which she has realized her thesis project in Communication Science has impressed me, as well as the professional way she presented the results.

Lisa is a real pleasure to work with!

Kind regards,

Dr. Paul E. Ketelaar
Senior Assistant Professor
Department of Communication Science, Radboud University