



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

WHAT I'M LOOKING FOR

Fulltime job in marketing or strategy, preferably in a B2C company, media bureau or advertising agency.

SOFTWARE

Adobe Photoshop

Adobe Indesign

Adobe Illustrator

Microsoft Office

IBM Statistics

Worked with: Mac OSX 10.6+; Windows XP, Vista, 7, 8; Adobe Premiere Pro; Adobe Dreamweaver; Adobe Acrobat; MAXQDA;

SKILLS

Photography	Design
Marketing	User Experience
Communication	Web Development
Research Methods	Social Media
Public Relations	Customer Care

INTERESTS

Technology	Psychology
Innovation	Human Behavior
Art	Science

CONTACT

	LISA I.S.A. KNAPEN
	THAMERHORN 28, UITHOORN
	+31 6 8196 3389
	WWW.LISAKNAPEN.NL
	INFO@LISAKNAPEN.NL
	/IN/LISAKNAPEN



EDUCATION

- AUG 2016 - JUL 2017 ○ **MASTER COMMUNICATION SCIENCE** • NIJMEGEN, NL
RADBOD UNIVERSITY - "MEDIA & PERSUASION"
EXTRA COURSE: APP-LAB - INTELLIGENT MOBILE APPS
- AUG 2015 - JUN 2016 ○ **PREMASTER COMMUNICATION SCIENCE** • NIJMEGEN, NL
RADBOD 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.
CHOSEN & EXTRA COURSES: PHYSICS, MATHEMATICS B & ART



EXPERIENCE

- IMANDRAGRAFIE** • UITHOORN, NL
OWNER - WWW.IMANDRAGRAFIE.NL
Photography, (web)design & promotional design ○ AUG 2005 - JUL 2010
- THESIS RESEARCH** • 'S HERTOGENBOSCH, NL
GRAD STUDENT
Together with two fellow students and company X-Ingredient, we researched the effects of Location Based Advertising in a virtual supermarket environment with the help of a virtual reality headset. Read my thesis at www.lisaknapen.nl. ○ FEB 2017 - JUN 2017
- TBWA\NEBOKO** • AMSTERDAM, NL
INTERN - WWW.TBWA.NL
My assignment was to examine and redesign a major Dutch supermarket's smartphone application, by carrying out a usability research, inspecting how the company fared, 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
My assignment was to examine their two websites through usability research and using the results to redesign them, together with Nadine van Tuyl. ○ AUG 2013 - JAN 2014
- DE POORTER** • WEERT, NL
WAITRESS ○ JUN 2011 - MAR 2012
- DE TOS** • SWARTBROEK, NL
KITCHEN AID ○ MAY 2010 - AUG 2010
- COLADA / SPORT 2000** • WEERT, NL
SALES REPRESENTATIVE ○ FEB 2008 - JAN 2009



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



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

CONTACT

	LISA I.S.A. KNAPEN
	THAMERHORN 28, UITHOORN
	+31 6 8196 3389
	WWW.LISAKNAPEN.NL
	INFO@LISAKNAPEN.NL
	/IN/LISAKNAPEN



REFERENCES

ATOS ORIGIN • 2015

This is my personal recommendation for Lisa Knapen.

Until just recently, I have been Lisa's Resource Manager for about 2 years. I found her to be consistently pleasant, hardworking, flexible and tackling all assignments with dedication and a smile.

Besides being a joy to work with, Lisa is a take-charge pragmatic individual who is able to present creative ideas and communicate the benefits through the appropriate channels. She has been a worthy member of an excellent performing team of 1st line support engineers, serving multiple customers and presenting high call resolution solutions on all occasions. Lisa has been assisting in multiple projects, delivering work packages in a timely manner. Lisa has assisted in Service Improvement Plans driving overall quality figures to a higher level. During her tenure, we saw an increase in customer satisfaction, increased efficiency in call handling and overall decrease of operational costs.

Though she was a valuable asset to our group of 1st line engineers, Lisa was also extraordinarily helpful in other areas of the company. In addition to continuous service improvement and quality management, Lisa assumed a role in inspiring and motivating other employees.

I highly recommend Lisa for employment. She is a team player and would make a great asset to any organisation.

Sincerely,
G.P. Wirtz
Tel: +31 (0)6 30 63 47 55
Global WSDS Team Manager Atos

TRAVALCO • 2014

At her internship, Lisa has demonstrated a great ability to work in groups.

She is very responsible and her time management skills are very highly developed for a person of her age range. She is proactive, dynamic, confident, organized and very practical. Responds very positively to criticism and is always looking forward to improvements.

The skillset related to her studies and that has been shown in the assigned tasks reflects her high knowledge.

Kind regards,
Pilar Giraldo
Media Manager Travalco

TRAVALCO • 2014

During her tenure with the company, Lisa Knapen has proved herself as responsible, reliable, insightfull, polite and generally well liked.

Lisa exceeded our expectations in many ways; she has proven to be an extremely conscientious, competent and ambitious team member with the ability to comprehend new concepts and tasks very quickly. She takes initiative, is creative and technically very competent.

Sincerely,
Peter van Berkel
President Travalco