

L.I.S.A. KNAPEN
JUNIOR STRATEGIST

WHO AM I?

A creative, ambitious and studious tech-focused Junior Strategist, academically trained in psychology and research.

INTERESTS

Keeping up-to-date with new technology, innovation and consumer insights and reading up on psychology and human behavior concepts. Analyzing and translating this information to reach new insights and gain inspiration for the next 'big idea'.

RELEVANT SKILLS

| | |
|-------------------|-----------------|
| Creative strategy | Marketing |
| Concepting | User Experience |
| Research | SEO |
| Public Relations | Webdesign |

SOFTWARE

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

CONTACT

| | |
|--|-------------------------|
| | LISA I.S.A. KNAPEN |
| | THAMERHORN 28, UITHOORN |
| | WWW.LISAKNAPEN.NL |
| | INFO@LISAKNAPEN.NL |
| | /IN/LISAKNAPEN |
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EXPERIENCE

NOISE • AMSTERDAM, NL

STRATEGY & CONCEPTING INTERN - WWW.NOISE.NL

Performing competition- and market analysis and translating the results into strategy and/or creative concepts for a multitude of brands, such as Microsoft, Coca-Cola, Sanoma, Nestlé, Warner Bros, European Hockey League and various e-commerce start-ups.

○ SEP 2018 - DEC 2018

VAN BEEK ART SUPPLIES • BADHOEVEDORP, NL

E-COMMERCE EMPLOYEE - WWW.VANBEEKART.COM

Social media strategy & content, SEO, customer service, administrative tasks.

○ APR 2018 - AUG 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. Participants' privacy concerns did not seem to affect brand choice, while participants' reactance did.

○ 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. Mainly focused on UX. New design was preferred because of it's ease of use.

○ FEB 2015 - JUN 2015

TRIVALCO • 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. Mainly focused on UX.

○ AUG 2013 - JAN 2014



EDUCATION

MASTER COMMUNICATION SCIENCE • NIJMEGEN, NL

AUG 2016 - JUL 2017

RADBOUD UNIVERSITY - "MEDIA & PERSUASION"
EXTRA COURSE: APP-LAB - INTELLIGENT MOBILE APPS

PREMASTER COMMUNICATION SCIENCE • NIJMEGEN, NL

AUG 2015 - JUN 2016

RADBOUD UNIVERSITY

BACHELOR ICT & MEDIA DESIGN • EINDHOVEN, NL

AUG 2011 - JUL 2015

FONTYS UNIVERSITY OF APPLIED SCIENCES - CUM LAUDE
INNOVATION ROUTE: DIGITAL PUBLISHING

MINOR PUBLIC RELATIONS: STORYTELLING • ROTTERDAM, NL

AUG 2014 - JAN 2015

ROTTERDAM UNIVERSITY OF APPLIED SCIENCES

BACHELOR GRAPHIC DESIGN • BREDA, NL

AUG 2010 - JUN 2011

ST. JOOST ACADEMY OF ARTS • PREMATURELY TERMINATED

HAVO: NATURE & HEALTH • WEERT, NL

AUG 2005 - JUL 2010

PHILIPS VAN HORNE S.G.



REFERENCES

NOISE | Vincent Rump | +31 623831985 | vincent@makesomenoise.nl

NOISE | Marcel Wortel | +31 626518607 | marcel.wortel@makesomenoise.nl

Van Beek Art Supplies | E. Nip | See attachement

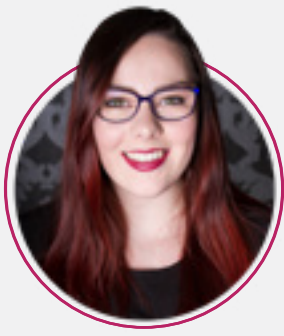
Radboud University | Paul E. Ketelaar | See attachement

Atos Origin | G.P. Wirtz | See attachement

Atos Origin | K.A.J. Jansen | See attachement

Travalco | P. van Berkel | See attachement

Travalco | P. Giraldo | See attachement



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MY REFERENCES

VAN BEEK ART SUPPLIES • 2018

Lisa Knapen was employed at Van Beek Art Supplies in Badhoevedorp. During this time, Lisa has been working to our full satisfaction in the function of E-commerce employee and that of a customer service member.

Van Beek Art Supplies acknowledges Lisa as a driven and customer-friendly employee. She has done her work with great dedication.

We thank Lisa for her dedication and good collaboration. We wish her good luck and succes.

Badhoevedorp, 16-08-2018

Eric Nip
Directeur
Van Beek Art Supplies

RADBOUD UNIVERSITY • 2017

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

ATOS ORIGIN • 2015

This is my personal recommendation for Lisa Knapen.

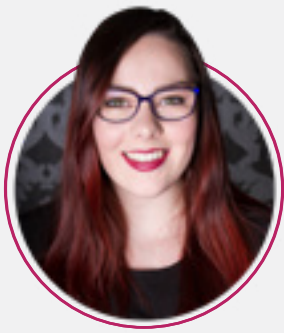
Until just recently, I have been Lisa's Resource Manager for about 2 years. I found her to be consistently pleasant, hardworking, flexible and tackling all assignments with dedication and a smile.

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
Global WSDS Team Manager Atos



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MY REFERENCES

ATOS ORIGIN • 2015

This is my personal recommendation for Lisa Knapen.

I have been Lisa's team leader for about one and a half year. Lisa is hardworking, flexible, pleasant to work with, and always shows up with a smile.

Lisa has been a worthy member of an excellent team of 1st line agents serving multiple customers. She was able to take charge, present reiterative ideas.

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

Sincerely,

K.A.J. Jansen
Team Leader / Technical Specialist WSDS Servicedesk
Atos

TRIVALCO • 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

TRIVALCO • 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. Respons 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