



Patrick van Wersch

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 Dutch
 23-07-1986

Profile -----

A creative global citizen dedicated to telling stories that change the world for the better. Over 7 years of experience in communications, editing and online community building. Action and result oriented, with a proven ability to build networks with a diversity of stakeholders, in different settings and across countries.

I am most proud of -----

2010: Co-wrote a successful tender bid for an EU wide study into short time working arrangements.

2013: Revamped national print & online media campaign supporting regular key client events.

2016: Spearheaded the implementation of a new social intranet platform for >1,000 staff

2017: Travelled 3 months across 11 U.S. states interviewing Americans about "Life in a Trump America."

Language skills-----

Dutch ●●●●●
 English ●●●●●
 German ●●●●
 French ●●
 Visayan ● (private lessons)

Freelance Writer & Communications Advisor

Van Wersch Writes (currently based in Davao City, PH) | Jan 2017 – present

Human interest stories: Interviewing younger generation Filipinos from Davao City about their hopes and dreams and their views on the future of Mindanao. One article was recently published in local newspaper "Edge Davao."

Social media posting: For a supply chain consultancy firm that is active in Australasia and Southeast Asia, I write all social media posts (LinkedIn, Facebook, Twitter, YouTube, Google+, Pinterest, Meetup) and manage the posting schedule.

Networking: In an unofficial capacity I've contributed content for NGOs involved in peacebuilding projects in Mindanao – including project success stories – and proofread a conflict-sensitive journalism teaching guide.

Marketing & Communications Advisor

Deutsche Bank AG (Amsterdam) | Jul 2012 – Dec 2016

Content creation: Wrote and edited 500+ articles, blogs, press releases, e-newsletters, advertorials etc. for online and print. Also supervised and featured in 5 video interviews with senior management members.

Communication and IT: Responsible for country website and intranet sites. Managed 3 website (content) migrations and the introductions of an e-newsletter and a collaborative social intranet platform that became the pillar of the internal communication strategy.

Organizational skills: Coordinator of an event series consisting of 10 breakfast meetings with business leaders, print-/online media campaign and high level editorial content.

Junior EU Consultant

PBLQ (The Hague) | Oct 2011 – Jun 2012

Consultancy and reporting: Successfully executed and reported on 4 consultancy assignments on impact of EU digital policy measures for Dutch governmental agencies.

Editorial Assistant

The European Institute (Washington, DC) | Jul 2011 – Aug 2011

Research and writing: Researched, wrote and edited 10+ blogs on the topic of the future of transatlantic relations.

Other work experience:

- Research Volunteer at the Leuven Centre for Global Governance | Feb 2011 – Jun 2011
- Communications Trainee at the European Parliament in Brussels | Oct 2010 – Feb 2011
- Junior EU Policy Researcher at Panteia in Zoetermeer | Feb 2010 – Aug 2010
- Intern at local TV station AT5 in Amsterdam | Sep 2008 – Dec 2008

Education

Master of Arts (MA) in Journalism (Thesis: "A domestic spin on EU news")
 VU University Amsterdam | 2010

Bachelor of Arts (BA) in European Studies
 Maastricht University | 2007

Hobbies

Long distance running, Tennis, Travel, Blogging, Poetry, Beer brewing