



# Patrick van Wersch

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## Profile -----

A creative global citizen dedicated to telling stories that change the world for the better. Over 7 years of experience in writing, editing and marketing & communications. 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 -----

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."

2018: Wrote 10+ "stories of change" featuring human rights activists and IDPs in Mindanao, the Philippines.

## Language Skills-----

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

### Freelance Writer & Communications Advisor

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

Human interest stories: I've written 20+ "stories of change" featuring human rights activists, NGO staff and other change makers from different countries, including the Philippines, the Democratic Republic of the Congo, and the Gaza Strip.

Social media content: For 6 months I developed marketing materials and wrote all social media posts (LinkedIn, Facebook, Twitter, YouTube, Google+, Pinterest, Meetup) for an Australian consultancy firm.

Sports and peace: I'm the acting Communications Officer for the Mindanao Peace Games, a collaborative series of events of 14 universities across Mindanao that aims to develop new community leaders and coaches that will contribute to lasting peace.

### 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.

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) | Jun 2011 – Aug 2011

Research and writing: Researched, wrote and edited 10+ blogs on the topic of the future of transatlantic relations. Co-organized speaker event at the Russian embassy in D.C.

### 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

## Volunteer work

Assistant football coach of the junior high school men's football team of Ateneo de Davao University in Davao City, the Philippines.