



Patrick van Wersch

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Profile -----

A creative content strategist, storyteller, and global citizen dedicated to changing the world for the better. Over 7 years of experience in (copy-)writing, non-profit & corporate communications, (copy-)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 -----

2018: Wrote 20+ “stories of change” featuring human rights activists from the Philippines, DRC, Colombia, and Gaza Strip.

2017: Travelled 3 months across 11 U.S. states interviewing Americans which resulted in blog collection “Life in a Trump America.”

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

2013: Project manager national print & online media campaign supporting key events in cooperation with national newspaper.

Language Skills-----

Dutch ●●●●●
 English ●●●●●
 German ●●●●
 French ●●

Work experience

Content Strategist & Storyteller

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

Freelance Writer & Journalist

- “Stories of change featuring human rights activists and NGO staff
- Human interest stories for international news media

Online Communication & Strategy

- Multiple assignments creating social media content and developing strategy
- Proven ability using WordPress, applying SEO principles, and writing for the Web

Guest lecturer & Speaker

- Guest lectures at 3 universities about communication, social media, and writing
- Speaker at events that cover the topics of sports development and peace

Marketing & Communications Advisor

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

Organizational Management: Projects & Campaigns

- Project manager for:
 - o 3 website migrations
 - o e-newsletter integrated with the Intranet
 - o new social intranet as the pillar of internal communications strategy
- Responsible for online campaigns and content supporting key client events
- Digital influencer and digital workplace advocate in international organization
- Coordinating with DTP studios, freelance writers, photographers, et cetera
- Directing the Webmaster and team interns
- Board member and event organizer for Deutsche Bank Young Network

Copywriting & Editing: Online & Offline

- News articles, brochures, blogs, press releases, and advertorials
- Scripting, monitoring, and executing video interviews

Other work experience:

- Junior EU consultant | PBLQ in The Hague Oct 2011 – Jun 2012
- Editorial assistant | The European Institute in Washington, DC Jun 2011 – Aug 2011
- Research volunteer | Leuven Centre for Global Governance | Feb 2011 – Jun 2011
- Communications trainee | European Parliament in Brussels | Oct 2010 – Feb 2011
- Junior EU policy researcher | Panteia in Zoetermeer | Feb 2010 – Aug 2010

Education

Master of Arts (MA) in Journalism | VU University Amsterdam | 2010

Thesis: “A national spin on EU news”

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

Online trainings (self-education)

- “The Complete Digital Marketing Course” | Udemy | Jan 2019
- “Writing for the Web” | Open2Study | Nov 2017

Hobbies

