



Ryanne van Hoften

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WORK EXPERIENCE

Consultant in Corporate & Brand Communications

Ketchum (part of Ketchum Global) [01/01/2011 – 31/10/2013]

City: Brussels

Country: Belgium

Sectors: banking & finance, consumer and IT technology, health, tourism, retail, and insurance.

Working languages: English, Dutch, French

- To implement, adapt and evaluate communication campaigns to optimize corporate reputation;
- To respond to ad hoc (crisis) issues and media enquiries;
- To establish an extensive knowledge base and professional network;
- To manage client relationships and rapport on ROI;
- To measure the results of external communication initiatives and to consider future actions.

Client Manager for marketing database solutions

Bisnode Belgium (part of Bisnode Global) [01/01/2014 – 31/08/2015]

City: Brussels

Country: Belgium

Sector: FMCG

Working languages: English, Dutch, French

- To provide marketing consultancy to Procter & Gamble France, and Benelux (P&G);
- To support in the design of multichannel (online/offline) campaign management;
- To sell data driven solutions to better target P&G's consumers via CRM;
- To expand the existing business with P&G (yearly budget over 1 million);
- To take leadership, including the coordination of internal projects and work to be delivered.

Knowledge management coordinator & project member "Klant-Centraal / Client-Central"

NMBS / SNCB (Belgian National Railway) [01/02/2016 – 31/08/2021]

City: Brussels

Country: Belgium

Sector: Government

Working languages: Dutch, French

- Manage the B2B client database:
 - Improve data quality, client master data and the use of CRM for B2B sales purposes;
 - Organize CRM trainings for sales teams;
 - Manage and improve sales campaigns (mass e-mailings, client visits, ..) using client data.
- Sales and client/prospection reporting;
- Part-time change management and "cultural change" project: to make NMBS a more modern, customer-friendly organization;
 - Co-develop the program and the program material;

- Give workshops (employees and management level);
 - Develop ideas, actions and strategies for change;
 - Professionalize meetings, presentations, workshops using creative and digital tools;
 - Meet with and present to management.
- Coordinate external communication projects such as: newsletters, leaflets;
 - Co-write business requirements for digitalization projects (B2B sales platform, modernized product portfolio, B2B mobile app, ..);

Finance and Contracts Officer

DG INTPA - European Commission [15/09/2021 – Current]

City: Brussels

Country: Belgium

Sector: EU institutions

Working languages: English, French

- To assure sound financial management for a portfolio of contracts (+/- 1 billion euro) in the field of financial instruments and budgetary guarantees (EFSD and EFSD+):
 - To sign new contracts and addenda to existing contracts
 - To receive and execute payments and clearings of prefinancings, invoices, claims and guarantee fees
 - To verify and correct financial reporting (progress reports, quarterly reports, annual reporting packages)
- To be the point of contact for financial and contractual questions from partner organizations (focus on FMO, EDFI MC, AFD, Proparco) and to establish a good working relationship with development banks
- To support and advise operational colleagues in the management and follow-up of their contracts
- To prepare and co-create in multidisciplinary teams the working landscape for new budgetary guarantees and technical assistance agreements under the EFSD+

EDUCATION AND TRAINING

Undergraduate studies

Millersville University of Pennsylvania [01/08/2005 – 31/05/2006]

City: Millersville, PA

Country: United States

NQF Level: Bachelor / Undergraduate

One-year academic scholarship program in the USA. TOEFL test passed.

8 courses (in English) completed, among which: Linguistics, Psychology, Spanish, Mythology, English, International Studies.

Bachelor of Arts: International Business Communication

Radboud University Nijmegen [01/09/2006 – 31/07/2009]

City: Nijmegen

Country: Netherlands

NQF Level: Bachelor of Arts

Three-year academic Bachelor program (in Dutch) in The Netherlands.

Bachelor thesis: 'The effect of non-native language use'.

Bachelor in PR and Spanish Communication

Universidad de Malaga [01/01/2009 – 30/06/2009]

City: Malaga

Country: Spain

NQF Level: Bachelor

6-month Erasmus exchange program in Spain.

4 courses (in Spanish) completed, among which: Political communication, Consumer studies, PR.

Master of Arts: International Business Communication (bene meritum)

Radboud University Nijmegen [01/09/2009 – 31/10/2010]

City: Nijmegen

Country: Netherlands

NQF Level: Master of Arts

One-year academic Master program (in English) in The Netherlands. Graduated: Bene Meritum.

Master thesis: 'The relation between students' experience abroad and intercultural competence'.

LANGUAGE SKILLS

Mother tongue(s): **Dutch**

Other language(s):

English

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

French

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

Spanish

LISTENING B2 READING B2 WRITING B2

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

German

LISTENING A2 READING A2 WRITING A2

SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2

Italian

LISTENING A1 READING A1 WRITING A1

SPOKEN PRODUCTION A1 SPOKEN INTERACTION A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Microsoft Excel / Microsoft Powerpoint / Microsoft Word / Outlook / Social Media / Google Drive / LinkedIn / SAP (Basic) / SAP CRM / Jira Software / Power Bi / Microsoft Office 365

Professional competences

Self-awareness / Good Listener / Integrity / Public Speaking Presentation / Open-mind and positive attitude / Hands-on approach

Organizational skills

Entrepreneurial Spirit / Critical and Analytical thinking / Creativity and innovation / Adaptability Flexibility / Solution Oriented Working / Teamworking / Organisational and Planning skills

NETWORKS AND MEMBERSHIPS

Active member of AIESEC Nijmegen

[Nijmegen, the Netherlands (Radboud University), 01/09/2007 – 31/08/2008]

Part-time active team member of AIESEC Nijmegen. AIESEC is the largest student organization in the world focused on professional development and exchange abroad.

Dedication: roughly 12-15hours per week during the course of one year

- part of outgoing exchange team: supporting local students in finding internships abroad and in onboarding upon arrival
 - organize and participate in prospection activities among local students
 - carry out structured recruitment interviews
 - follow-up on recruitment interviews

- coach students along internship search
- coach students upon arrival abroad and along their internship
- coach students upon return to home country
- participate in weekly team meetings (take the lead, take notes)
- participate in weekly department meetings
- participate in professional development activities
- network with local and international students and companies
- participate in national conferences

Active member of Erasmus Student Network in Nijmegen

[Nijmegen, the Netherlands (Radboud University), 01/08/2009 – 30/06/2010]

Part-time active team member of Erasmus Student Network in Nijmegen.

Dedication: roughly 5 hours per week over the course of 8-12 months.

- Organize and participate in welcoming activities for Erasmus exchange students
- Mentor a group of Erasmus students during their introduction week
- Continuously mentor and coach a group of Erasmus students during their stay in Nijmegen
- Participate in meetings and organizational activities of the local ESN organisation
- Follow-up on any personal, social or study-related question that exchange students may have

Local Fulbright spokesperson

[Nijmegen, the Netherlands (Radboud University), 01/09/2006 – 31/08/2007]

Represent Fulbright program in Radboud University Nijmegen:

- Give regular presentations to interested students and follow-up on questions
- Stay in touch and participate in networking activities with national Fulbright organisation in Amsterdam / the Hague
- Participate as a panel member in different student cities around the Netherlands

DRIVING LICENCE

Driving Licence: B

HOBBIES AND INTERESTS

Yoga student and teacher

- Practice yoga daily in a professional studio (Yoga Room Brussels)
- 200 hours Yoga Teacher Training in India (Rishikesh Yogpeeth: 2018)
- 100 hours Yoga Teacher Mentorship in Brussels (Yoga Room Brussels: 2019)
- Teach yoga to friends, colleagues, ...

Acting

- Three 6-day intensive workshops (2021, 2022, 2023) in theatre and cinema with Cours Florent Paris
- Weekly classes in personal development and acting for camera with Cinact in Kontich/Lint since September 2022

Latin-African dances and martial arts

- Salsa, Bachata, Kizomba, Capoeira, Self-defense

Photography

- Basics of Photography cours (Creatif Image, Brussels, 2020)

VOLUNTEERING

Volunteer with Fedasil (national refugee relief)

[Brussels, Belgium (le petit château), 01/09/2015 – 31/12/2015]

Volunteer during 3 hours per afternoon up to two times a week:

- Monitor library and computer room: exchange with refugees, manage computer use and use of books
- Support in clothes stock: receive donated clothes, organize donated clothes, distribute donated clothes to refugees