



Aimée van Dinten

Communications Manager

EXPERTISE

COMMUNICATION

PROJECT MANAGEMENT

FINANCIAL SERVICES

LEGISLATION & REGULATION

EDUCATION

FINANCIAL SUPERVISION ACT
NIBE SVV / 2020

MARKETING ACADEMY
Rabobank / 2018

LEADERSHIP PROGRAM
Amethyst: developing people/ 2016

CAMBRIDGE ENGLISH
IELTS Certificate / 2013

**MASTER LITERATURE (MA)
BACHELOR CULTURAL STUDIES**
Radboud University / 2008 | 2010

**INTERNATIONAL BUSINESS
(IBL)**
Propedeuse Fontys / 2005

VWO SECONDARY SCHOOL
Lorentz Casimir Lyceum / 2003

ABOUT ME

My mission is to translate complicated content into accessible information for customers and employees. My strength is to investigate, be curious and really understand WHY, before I write. And to strike until the essence of the message is captured. With 7 years of experience in international organizations, I've developed sensitivity for corporate culture, clear stakeholder management and multi-disciplinary collaboration. I like to understand processes, add structure, and take a supporting role in teams.

WORK EXPERIENCE

COMMUNICATIONS AND CONSULTANCY (freelance)

Aimée Conscious Concepts / Eindhoven / 2012 – present

I have a vast experience in communications: press releases, content management, channel planning, policies, financial services, and regulations. I monitor the editing process and consistency in message and tone of voice. Project history:

- **Driessen Uitzendbureau (2022):** describing mission and policy for Sustainable Employability.
- **Webdesigner (2012-present):** I design, create and develop websites for entrepreneurs: logo's, style, and online content.
- **Gemeente Eindhoven (2021-2022)** Communications Consultant. Design Thinking process in a social project about vulnerable citizens and the way the government provides them with the right care at the right time. Preparing sessions, delivering summaries, and reporting about internal and external developments.
- **Rabobank (2020-2021)** Communications Manager (ai) – Restructuring and rewriting communication (letters, emails, automatic output) for customer journeys: product request, product change and cancellation of products and accounts.
- **Nederlandse Spoorwegen (2014-2016)** Communications Consultant. HR – editor and writer for werkenbijns.nl, stories of employees, interviewing process and online content.
- **Philips Benelux (2013-2014)** Editor Internal Communications and Marketing. Editor and writer for flyers, reporting and internal

PERSONAL SKILLS

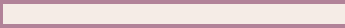
Supporting



Committed



Connecting



Creative



TECHNICAL SKILLS

Scrum / Agile



Webdesign



Seo / Sea



MS Office



PERSONAL INTERESTS

Modern ballet

Nature, walking

Webdesign

Yoga & Tai Chi

CONTACT

Ir vd Polstraat 12b Eindhoven

06 447 889 40

aimee@vandinten.nl

avdconcepts.nl

[linkedin.com/in/aimeevandinten](https://www.linkedin.com/in/aimeevandinten)

WORK EXPERIENCE (vervolg)

COMMUNICATIONS MANAGER (Employment)

Rabobank / Utrecht / 2017 –2019

Started as Marketing Communications Professional in a multi-disciplinary Scrum team, developing online content and e-mail campaigns for entrepreneurs. Responsible for online redesign of the application process for Business Lending and Lease. After one year I was asked be part of a new department for Product, Process and Regulation Communication. In collaboration with the Business and Legal departments we've set up a process to improve B2C communications, write more clearly and reduce the number of calls at our Customer Care Department.

MARKETING & PR (Part-time)

Bookstore Van Piere / Eindhoven / 2014 – 2017

Organizing events, lectures and study groups in our bookstore and at Natlab Cinema - in collaboration with publishers and cultural organizations in Eindhoven. Responsible for planning, online content, offline communication (posters, flyers, bookmarks), press releases and interviews. Coordinate design process, re-design company branding and customer loyalty program.

EDITOR & ACCOUNTMANAGER (Employment)

De Geus Publishing / Breda / 2010 - 2012

Started as Account Manager, selling our publications to bookstores; visiting their stores or meetings at purchase fairs. Responsible for salestargets at Selexyz, Intres, V&D, deBijenkorf. As I loved books, but sales appeared not to be my main talent, I started as an Editor and found myself more comfortable to focus on manuscripts, storylines, and the editing process.

INTERNSHIPS:

- Student assistent: Radboud University / 2010
- Editing assistent: Prometheus Publishing / 2009
- Research Internship: Selexyz Books / 2008

REFERENCES:

Lianne van Genugten

Design Thinking Consultant

06 420 268 15

Anne-Marijke van Dijk

Manager, Rabobank

06 204 027 17

Wendy van Osch

Projectmanager

06 141 469 01

Anne ten Brinke

Trainer & coach

06 319 578 85