Laura Fransen

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Experience

Pulse Media Group, Amsterdam | November 2017 - present
Writer / editor
- Writing editorial and commercial (B2C) content aimed at specific target audiences
- Conducting in-depth interviews with high-level sources ranging from academics, CEOs and spokespersons to patients and medical specialists
- Working directly with clients such as Kaspersky, Coca-Cola and international pharmaceutical companies to fulfill their content needs
- Project management and coordination
- Monthly final edit of 48-page magazine and two national newspaper supplements

Lighthouse Independent Media, Hong Kong | July 2016 - present
Content writer | Oct 2017 - present
- Copywriting and content creation on a project basis

Journalist, Human Resources magazine | July 2016 - Sept 2017
- Live coverage, moderating, and presenting during conferences and awards
- Sourcing and developing short- and long-form content for online and print
- Daily email newsletter curation in collaboration with the Singapore team
- Manage, edit, and proofread content contributed by third parties

Freelance | January 2017 - April 2018
Ghost copywriter
- Creating blog content and opinion pieces for a SaaS startup
- Using the right tone of voice to match the company style and help grow its audience

DuurzaamBedrijfsleven Media, Amsterdam | Nov 2014 - July 2015
Junior Online Editor Sustainability and Innovation
- Research and reporting, turning complex topics into concise, compelling B2B content
- Sub-editing online copy submitted by other team members

International Lease Finance Corporation (AerCap), Amsterdam | Nov 2012 - June 2014
Assistant, Contracts Management
- Supporting the head of EMEA and three account managers
- Document drafting and management, coordinating with internal and external parties and general relationship management of over 100 clients

Education

University of Manchester, England | 2011 - 2012
Master of Arts in Crime, Law and Society
- Modules included: Offender Management & Community Reintegration, Measure and Correlates of Crime, Risk and Society, Advanced Theoretical Criminology
- Dissertation: Erasing or erecting the barriers? A study on the consequences of government legislation and employer attitudes for the employment of those with a criminal record
- Elected Student Representative

University of Leeds, England | 2008 - 2011
Bachelor of Arts (Honours) in Criminal Justice and Criminology
- Modules included: Restorative Justice, Policing, Crime & Social Exclusion, Penology
- Dissertation: An evaluation of the development of government policy on binge drinking and alcohol related crime in England's night-time economy
- Women's 1st Team Captain 2010 - 2011 for the University of Leeds Volleyball Club

St. Ignatiusgymnasium, Amsterdam | 2002 - 2008
Gymnasium
- Overall grade average of 8.2 out of 10
- Final exams in eight subjects, including English, French, German, Latin, and maths

Key skills

IT	CMS, EDM, Google Analytics, MS Office, WordPress
Professional	B2B, B2C, content marketing, copywriting, interviewing, presenting, reporting, storytelling, (sub)editing, writing
Languages	Dutch: native speaker English: native proficiency – native level reading, speaking and writing French: elementary proficiency German: elementary proficiency

Volunteering

Amnesty International flex volunteer | July 2014 - present
Contributing to Amnesty campaigns through activities such as signature collection, book sales, data entry and assisting at member events

Interests

Big believer in the value of social enterprise as well as CSR. Concerned about human rights and the state of the planet. I strive to put my beliefs into action, challenging myself to find a balance between personal wants and collective interests on a daily basis. My enthusiasm for new experiences has so far led me to study in England, work in Hong Kong, and equipped me with a healthy amount of self-knowledge.