



Bas Timmers

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SOCIAL MEDIA

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BORN

August 5th 1972, Oss, Netherlands

FURTHER INFO

Not married
Drivers license
Languages: Dutch, English, German, French,

Experience

MANAGING DIRECTOR & OWNER NEUE SIGNALE, 2016-PRESENT

Agency for digital innovation in Berlin. Trendwatching and consultancy for small and mid-sized firms regarding business models and digital products and services

PROJECT MANAGER, TLGG (TORBEN, LUCIE UND DIE GELBE GEFAHR), 2013-2015

Agency for digital transformation in Berlin. Some of my projects:

- ▶ Netflix: taking care of social media channels in Germany, Austria and Switzerland
- ▶ Swisscom: developing content formats, Facebook Apps and ads for Facebook
- ▶ MLP: content strategy for social media channels for financial consultancy

PROJECT MANAGER, CREATIVE CONSTRUCTION HEROES, 2012-2013

Internet agency in Berlin. We do all kinds of projects. Some I was/am involved in:

- ▶ Twisper: iPhone social city guide app for urban professionals (launched February 2013)
- ▶ e-commerce site for wedding rings (development January-May 2013)

OWNER PIXELS EN KOMMA'S, INNOVATION IN MEDIA AND JOURNALISM, 2010-2012

Pixels en Komma's is the place where old and new media meet. What I did?

- ▶ consultancy: for example advising and implementing a 'digital first'-strategy on a day-to-day basis at a regional broadcasting company (August 2011-June 2012)
- ▶ education: teaching internet journalism at Academy for Journalism, giving in-company training about writing for the web (September 2010-June 2012)
- ▶ project management for designing and building new sites: amongst others for de Volkskrant newspaper (patientinbeeld.vk.nl, 2011-2012) and campaign websites for a publisher of regional newspapers (2010-2011)

HEAD OF ONLINE @ DE VOLKSKRANT NEWSPAPER, APRIL 2009-APRIL 2010

responsible for technical maintenance and further improvement of all sites of de Volkskrant (comparable to The Guardian in England or Süddeutsche Zeitung in Germany) and for the development of new portals. Responsible for contact with external suppliers/developers

INTERNET EDITOR. NATIONAL NEWSPAPER DE VOLKSKRANT, AUGUST 2007-MARCH 2009

Sub-editor of the website, project leader for bigger events (amongst others Euro 2008 and Olympic Summer Games 2008)

REPORTER, REGIONAL NEWSPAPER BN/DESTEM, SEPTEMBER 1998-AUGUST 2007

Active in various roles, amongst others newsdesk editor and sports reporter

Education

- ▶ Academy for Journalism and PR, Fontys Hogescholen - Tilbury, March 1995-December 1998
- ▶ International management, Rijksuniversiteit Limburg - Maastricht, August 1994-February 1995
- ▶ HEAO Business economics, Hogeschool 's Hertogenbosch - Den Bosch, August 1990-July 1994

Further activities

- ▶ founder of www.lowlove.nl, a very successful and independent newsblog about the Lowlands arts festival. It's entirely run by volunteers, we also developed an iPhone app
- ▶ eternal force behind www.heimatberlin.nl, my personal notebook about all things Berlin