

ROBBERT VAN OOIJEN



PERSONALIA

Name: Robbert van Ooijen Email: robbertvanooijen@gmail.com
Website: <http://haveyouheard.it/> Born: Februari 10, 1986
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Experienced and interested in community management, online marketing and user research.

EDUCATION

2008 - 2010 MA New Media & Digital Culture at the University of Utrecht. Graduated with an 8 ("A") for my thesis titled: Home Streaming Is Killing Piracy.
2004 - 2008 BA Communication- and Information-Sciences at the University of Utrecht.
1998 - 2004 University Preparatory Education at the Pax Christi College in Druten, The Netherlands

EXPERIENCE

Januari 2010 - Today (15 months)

Freelance Journalist, Online Marketeer and Researcher at [Have You Heard It](http://haveyouheard.it/)

Early 2010 I started as an independent freelancer to be able to do projects next to my studies. Among others I helped the Dutch online music start-up Twones (now Shuffler.fm) with their online marketing strategy, wrote articles and essays about online innovations for the Dutch quality newspaper NRC Next and wrote for the US music and technology blog Hypebot. Next to this I was invited by the Dutch Ministry of Justice to consult them on the latest and future development in online music and the future of the European copyright system.

Greatest achievement: Consulting the Dutch Ministry of Justice about the future of online music.

September 2009 - April 2010 (8 months)

Community manager / Online Marketeer / User insight at Twones (Now: [Shuffler.fm](http://shuffler.fm))

Twones was an exciting Dutch online music startup that got the attention of the international tech-press including Wired, TechCrunch and Mashable. The platform made it possible to bookmark, organize and share online music. I started as a community management and marketing intern but because of the enthusiasm and the loads of work that are involved in a startup I also learned a lot about business development, placing a product in the online music market and translating developer talk into plain English. Twones relaunched in 2010 as [Shuffler.fm](http://shuffler.fm).

Greatest achievement: Organizing product launches in a team of two (me and one of the founders) that made it to the front pages of the world's most influential tech-blogs.

March 2008 - July 2008 (5 months)

Editor / Programmer digital TV-channel at [VPRO Holland Doc](http://vpro.nl)

At the innovative Dutch broadcasting corporation VPRO, I did an internship at their price-winning cross-media documentary platform Holland Doc. Here I worked as an editor. I prepared several weeks of television, managed their website and initiated long-term projects. After my internship ended I worked here for several months.

Greatest achievement: Setting up a long-term educational collaboration project for the documentary platform.

EXTRACURRICULAR ACTIVITIES

On my website HaveYouHeard.It I regularly write about significant online developments, online music technology and music piracy. In these articles I try to provide more context to today's issues in (music) technology. Next to this I use it to improve my technical skills, to keep in touch with fellow enthusiasts and to expand my (international) network.

SKILLS

- Fluent in Dutch and English, both in verbal and written communication.
- Organizing and monitoring online marketing campaigns and product launches.
- Experienced in community management.
- Up-to-date knowledge about the international developments in innovative technology.
- Experienced in analyzing user behavior.
- Experienced in several Content Management Systems, Google Analytics, SEO, Get Satisfaction, Wordpress, and email marketing software.
- Experienced in the Digital Audio Workstations Logic Pro 9, Ableton and the editing software Adobe Audition.

ABOUT ME

In my leisure time I like to be occupied with music and expanding my knowledge about artists, labels and genres. From my childhood I've been passionately about music. Today, this is reflected in my daily search for new music.

Next to my passion for music I enjoy organizing small whisky tasting events several times a year. Together with a friend I select special whiskies and prepare talks about their heritage.

Finally, I like to run several times a week.