



## Tony Geudens – CV

### Personal information

Demographics

Contacts

Driving licence

**Creative Belgian male**, born on 1 December 1972 in Turnhout (Belgium)

Mobile: +32-48.46.44.221

IdeoScript, Duquesnoystraat 26

Email: tony@IdeoScript.be

B-1000 Brussels (Belgium)

European driving licence A3 (scooter) and B (car)

### Work experience

#### Manager, copywriter & communication manager

(Part time self-employed)

**IdeoScript.be** (Brussels, Belgium) - VAT: BE 0821-413-321

Jan 2010 > now

*Communication support, strategic consultancy. Copywriting and informative work.*

*Writing educational publications, websites, conference reports, mailings, articles*

*Previous projects: Rode Kruis, bpost, Vlaamse Gemeenschap, Electrabel, Eneco, Unizo*

*Organising communication events, campaigns and marketing*

#### Coordinator, event & project manager, trainer

(Part time employee)

**SALTO Inclusion Resource Centre, Jint** (Brussels, Belgium) -

Sep 2000 > now

*Communication, PR and representation of the organisation to external stakeholders*

*Strategic planning and coordinating the information work of the resource centre*

*Planning, implementing and monitoring training, events and communication actions*

*Developing educational publications and an informative website*

*Securing European funding, budgeting and financial management*

#### Educational advisor, event manager, trainer

(Full time with intervals)

**Council of Europe, Directorate of Youth & Sports** (Strasbourg, France) -

Jun 1998 > Sep 2000

*Implementing and monitoring training courses, conferences and study sessions*

*Coaching teams of trainers during training courses and study sessions*

*Writing educational publications and webmaster of the European Partnership website*

#### Trainer & writer

(Freelance)

**Various:** European institutions, National Agencies of the European Youth Programme, International NGOs, youth service organisations, companies,... - 1994 > 2008

*Communication support and publications on a variety of topics*

*Running training courses on topics such as: creativity, communication, project*

*management, intercultural communication & management, training for trainers, conflict*

*management, organisational management,...*

### Professional competences

**Communication, editing & writing skills** (PR, consultancy, implementation,...)

Strategic & conceptual work, from idea to final product

**Event & project management skills** (courses, conferences, seminars, events,...)

Working in teams & steering group dynamics, (international) networking & cooperation

**Analysing & managing complexity** and developing new processes & systems

Training, (re)presentation & facilitation skills, using interactive methods

### Personal qualities

**Perfectionism & eye for detail:** striving to do a great job

Enthusiast & committed to common goals

**Service oriented & flexible:** looking at issues from different sides

Eager to learn & looking forward to taking on new challenges

## Main university studies

### Social psychology

(Masters degree)  
(Distinction)

**University Mons-Hainaut & Free University Brussels** (Belgium) - Sep 1994 > Jun 1998

*Social psychology, labour psychology, experimental research, intercultural psychology, cognitive psychology, introduction to different therapies - including teacher training*

### Translation studies:

**Dutch, German, Spanish (Danish)**

(Masters degree)

**HIVT - University of Antwerp** (Belgium) - Sep 1990 > Jun 1994

*Translation between Dutch (mother tongue) & foreign languages, cultural studies of language areas studied, linguistics - including 2 semesters abroad (DE & DK)*

## Further education

(part-time education)

### Copywriter

(Professional certificate)

**Syntra Brussels** (Belgium) - Sep 2007 > Jun 2010

*Writing effective and efficient texts (long copy, short copy, direct mailing, web-writing,...), communication strategies, creativity, advertising, copy-writing techniques, language skills*

### Managing complexity: a systems approach

(University diploma - BSc level)

**Open University** (UK) - Jan 2004 > Dec 2004

*Analysing complex situations as a system with interrelated elements, using diagrams to visualise the interactions and manage change, taking into account multiple perspectives*

### Design and innovation

(University diploma - BSc level)

**Open University** (UK) - Jan 2002 > Dec 2003

*Studying the process of design and innovation: from the idea generation stage, towards product design, practical implementation and marketing of new products or services*

### Webmaster

(Postgraduate university diploma)

**Catholic University Leuven** (Belgium) - Sep 2001 > Jun 2002

*Web design, web marketing, HTML, JavaScript, Dreamweaver+Ultradev, Photoshop, ImageReady, Flash, dynamic websites, user oriented interfaces*

### International and intercultural management

(Postgraduate diploma)

**CIMIC-College of Mechelen** (Belgium) - Sep 1996 > Jul 1999

*International relations and politics, intercultural contacts, case studies from 5 continents - including a 2 month traineeship in an international development project in Nepal*

## Language skills

**Dutch** Mother tongue

**English & French** Near to native (my main working languages)

**German & Spanish** Very good (I can work in these languages)

**Portuguese & Danish** Good listening and reading, reasonable writing and speaking

## Computer skills

**Microsoft Windows and Office:** advanced - basis of Linux & Apple environment

**Image editing:** reasonable knowledge of Photoshop, GIMP, Picasa

**Web-knowledge:** HTML, Dreamweaver, Content Management Systems, JavaScript

## References

**Ülly Enn**

*Trainer & project officer  
Euroopa Noored (Estonia)*

ully.enn@gmail.com +372-5127443

*Colleague from the Estonian National Agency of the Youth programme (Euroopa Noored) with whom I cooperated on a regular basis when working at SALTO (2001 > 2010)*

## Hobbies & interests

*Keeping fit (sports), reading in different languages, writing my heart out (blogging & social media), collecting art DVDs, discovering the world,...*