



Tom Rustebiel

Curriculum Vitae

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Date of birth:
29 december 1981

Place of birth:
Veendam

Studies

- 2003 - 2006** **Communication, Hanze University Groningen**
Studies: journalism, governmental communication, international communication, marketing, politics and communication and marketing theories. Title: Bachelor of Communications.
- 2006** **Kommunikationswissenschaft, Universität Salzburg**
Semester abroad

Experience

- 2009 - current** **Marketeer- AOG School of Management / University of Groningen**
AOG is the commercial partner of the University of Groningen. It delivers postacademic education to professionals and managers. I am working at the marketing department and am responsible for the marketing of several programs.

Rebranding
Perscontacten / PR
Writing: newsletters, advertorials, interviews, direct mail, online

Marketingplanning
Corporate communication

- 2009 - heden** **Freelance journalist**
Writing articles, mainly about cycling for GPD-newspapers, Bergen Magazine, FietsActief, Fiets.

- 2007 - 2009** **Final editor Wieler Revue B.V. / Publisher Pijper Media**
Final editor of Wieler Revue Nationaal, a monthly newspaper.

- 2006 - 2009** **Editor Wieler Revue / uitgeverij Pijper Media**
Wieler Revue (ex-Sanoma) is the biggest cyclesport magazine of the Netherlands.
Tasks:
Interviewing pro's
Background stories
Planning in freelancers, photographers and graphic designers
- Reporting races in Europe
Brainstorming on content

- 2003 - 2006** **Copywriter - Communicatiebureau TripleMc**
A communication agency.
Tasks:
Worked on several projects such as promotional movies, websites and exhibitions.
- Editing magazine BV Veendam
Brochuretexts
Webtexts



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Languages

German:
reading +++, spoken ++, written +
English:
reading +++, spoken ++, written ++

ICT

Adobe Photoshop, Dreamweaver and Fireworks.
Google Adwords and Analytics.
Social media.

Research and internships

- 2006** **Municipality Stadskanaal / Agenda voor de Veenkoloniën**
Project that initiates plans for the Veenkoloniën, such as infrastructure, ict, education, tourism and sustainability. Involved are thirteen local and regional governments.
- 2005** **Image research / Municipality Veendam**
I have interviewed several stakeholders, written a survey and presented it to the management team.
- 2002** **Internship / Municipality Veendam**
At the departments sports and communication.

Other activities

- 2010 - current** **Member of #DeDoordenkers**
#DeDoordenkers is a new media think tank.
- 2010 - current** **Member of D66, editing team Groningen**
We are responsible for written communication, such as the website, social media and our magazine.
- 2007 - 2009** **Freelance journalist for Memory Magazine**
MM is the largest student magazine of the country and I've interviewed students and young professionals about ambition, career and education. I've also written several chapters for the Carrière Jaarboek.
- 2004 - 2006** **Board member Programmaraad Veendam**
- 2001 - 2004** **Correspondent RTV Noord**
- 2003 - 2006** **Correspondent Wieler Revue Nationaal**
- 2003 - 2006** **Board member Wielervereniging Stormvogels**

