

Alex Tobin.

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PROFILE

A senior-level communications expert with solid international experience.

- // experienced in developing and implementing fully integrated strategic marketing and communications plans
 - // excellent written and oral communication skills for both print and digital formats
 - // well-versed in social media strategy and content development
 - // solid experience of working with an array of external and internal stakeholders, both in an in-house and agency setting
 - // fluent in English, German and Dutch (Dutch/American dual nationality)
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EXPERIENCE

since 2016

Rabobank // Utrecht, NL
Chief Editor — Food & Agribusiness

Head of the Rabobank Food & Agribusiness Marketing and Media team. Responsible for the production and quality control of all Food & Agribusiness Research (FAR) print and electronic publications (including reports, videos, infographics and maps), providing support to 80+ analysts globally and ensuring products are produced within budget and on time. Advises the Global Management Team in establishing a marketing and business development strategy. Develops and executes regular in-house writing training workshops for FAR analysts worldwide. Resolves matters related to copyright and brand identity, avoiding any potentially problematic or libellous sections. Helps to execute external marketing activities, particularly with respect to profiling Rabobank as the F&A knowledge leader to industry organisations. Promotes Rabobank's Banking for Food vision and strategy within and outside the bank.

2014-2016

Rabobank // Utrecht, NL
Senior Editor — Food & Agribusiness

Contributed to the production of Food & Agribusiness Research (FAR) print and electronic publications (including reports, videos, infographics and maps), providing support to 80+ analysts globally. Provided professional advice on grammar, style, tone of voice, length and structure to internal clients and editorial colleagues. Provided in-house writing coaching. Resolved matters related to copyright and brand identity, avoiding any potentially problematic or libellous sections. Department coordinator for Rabobank's Banking for Food strategy.

2012-2014

Vitsce / Dieter Rams // London, UK
Head of Media

Developed and implemented global marketing and communications strategy for design furniture company. Produced external communications, including press releases and newsletters. Generated website and social media content. Oversaw global advertising strategy; developed and maintained relationships with key members of the media. Secured editorial coverage and product placement. Regularly liaised with senior management, external PR agencies and key employees worldwide. Assisted in coordinating events and exhibitions.

1991-2014

various clients and publications // UK / USA / D / NL
PR + communications / journalist / editor

Provided internal and external communications content for various print and digital formats. Wrote numerous articles with an emphasis on politics, culture, technology, education and travel for international print and online media, including The Economist, The Guardian, The Atlantic, Monocle, Deutsche Welle, Billboard, Time Out and taz: die tageszeitung. Copy editing and translations for clients including ING, Absolut Vodka, World Press Photo, Time Out, Weber Shandwick, TU/e Eindhoven University of Technology and EMI.

2010-2012

Gestalten // Berlin, D
Digital Communications Strategist

Responsible for strategic development and positioning of all of book publisher's network websites. Developed and created editorial formats and content for network sites and newsletter. Developed and managed social media strategy to promote products and activities.

2008-2010

Hertie School of Governance // Berlin, D
Associate, Communications and Development

Developed and implemented integrated communications and branding strategy for small private university. Responsible for the development of an interactive web presence and web-based services. Introduced and integrated social media activities into the communications strategy. Contributed to external and internal fundraising and development activities. Conceptualised and managed events for up to 400 guests. Budget responsibility for

- 2006–2008 **Radio Netherlands Worldwide / Radio Nederland Wereldomroep** // Hilversum, NL
Producer / Presenter
Produced, compiled and presented a 30-minute daily live radio news programme, coordinating content from sources globally.
- 2004–2006 **Language Institute Regina Coeli – “De nonnen van Vught”** // Vught, NL
Teacher, English
Taught English at all levels to professionals in all areas of business at renowned Dutch language institute. Conducted group and individual lessons, including master classes and English for specific purposes (ESP). Helped to develop lesson materials and curriculum.
- 2001–2004 **Conservatorium van Amsterdam / Codarts Rotterdam** // Amsterdam / Rotterdam, NL
Lecturer, Popular Music History
Taught students history of popular music, encompassing musical, historical, cultural, social and ethnic elements.
- 1999–2005 **KindaMuzik** // Amsterdam, NL
Editor-in-Chief
Coordinated content, promotional and marketing campaigns, and advertising for an online music magazine, working with over 60 editors, writers and photographers.
- 1997–1999 **Senator Edward M. Kennedy** // Washington, DC, USA
Political and Campaign Advisor
Assisted in the coordination of campaign logistics in support of fundraising events. Administered financial records and files. Helped to develop strategies for widened grassroots involvement and field work.
- 1993–1997 **United States Army** // USA / D / BIH
Interrogator / Linguist (Russian)
Supervised and conducted information collection operations. Prepared intelligence reports; acted as an interpreter / translator for intelligence matters and materials.
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EDUCATION

- 2000–2002 **University of Amsterdam** // Amsterdam, NL
MA Media Studies
- 1999–2000 **Utrecht University** // Utrecht, NL
BA Communication and Information Sciences
- 1997–1998 **University of Maryland, College Park** // College Park, MD, USA
AA Communications
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Languages

English native speaker // **Dutch** fluent // **German** fluent

Personal Interests

Film, music, art, design, photography, literature, field recordings, travel, nature and food