

# Alex Tobin.

Kampsedijk 13 • 4157 GK Enspijk • NL // M. +31 6 2225 3810 // E. hello@alextobin.nl // W. www.alextobin.nl

---

## 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)
- 

## EXPERIENCE

since 2014

**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, podcasts, 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.

2012 - 2014

**Vitsø / 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, and 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 various 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

- 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, and acted as an interpreter / translator for intelligence matters and materials.
- 

## EDUCATION

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

## Languages

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

---

## Personal Interests

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