

# MITCH VAN DEN AKKER

Interactive creative & marketer



I'm Mitch van den Akker, a 26-year-old media fanatic interested in the full media and marketing cycle – Strategy, Concept, Production, Distribution.

*'Smart with media'*



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**Website**  
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**Location**  
Breda



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## Education

**Master in Media innovation** (2019 - 2020)  
BUAS | Breda University of applied sciences  
NHTV

**Bachelor in Creative business** (2015 - 2019)  
BUAS | Breda University of applied sciences  
NHTV | *International media entertainment management*

**Degree in Audio visual design** (2011 - 2015)  
Sintlucas - Eindhoven

## Certificates

**Google Adwords** - 2017  
Yonego

**Google Analytics** - 2017  
Yonego

**Live television broadcasting** - 2016  
NAU | Northern Arizona University

## About

**Dutch** - Native | **English** - Fluent

- **Adobe suite** | Ps/Ae/Pr/Au/Id/Dw
- **Microsoft office** | Powepoint/Word/Excel
- **Web** | Html/Css/Bootstrap/Wordpress

**Teamplayer - Motivated - Fun - Eager to learn - Dedicated - Creative - Professional**

## Profesional Experience

Feb 2019 - Jun 2019 **Greenhouse group** Eindhoven  
Graduation thesis

I've done research into implementing Interactive video advertising for branding campaigns. Additionally I've researched methods of sourcing VPAID capable technology for the company.

Jan 2018 - Feb 2019 **Yonego** Breda  
Digital creation team (Part-time)

At the creation team, I was part of a team that was responsible for creative and strategic conceping and realization of advertisements.

Sep 2017 - Jan 2018 **Yonego** Breda  
Internship digital design & marketing

During this internship I focused on learning about strategic design and marketing & advertising.

Sep 2014 - Feb 2015 **IFQ media** Eindhoven  
All around video production trainee

Video & animation for the event industry

Feb 2014 - Jun 2014 **Towelmedia** Amsterdam  
TV & Web serie production Internship

All round, animation, editin and design



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## Recent work

### Master thesis research in AR advertising

In this master thesis I've researched and build AR advertisements to experiment with branding effects through open and closed interpretation communication within social AR advertisements.

### Bachelor thesis research in Interactive video advertising

For the Greenhouse group I've researched Interactive video advertisements and the effects on brand awareness. For this research I've sourced external technology to build an interactive VPAID commercial for Opel, which led to the grand concept of a interactive Nivea campaign.

### Augmented reality lenses for Lilith games - Rise of Kingdoms

For Lilith games, an international game developer and publisher, I've worked together with them to develop a series of Snapchat AR lenses to build on community engagement and organic reach of the brand of Rise of Kingdoms.

