

Curriculum Vitae – Jan De Messemaeker

Personal details

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Date of birth: December 02, 1987 – Lokeren
Marital status: Single

Education

2005–2011: Business Economics (TEW) at the Vrije Universiteit Brussel (VUB)

- Major Marketing: consumer behavior, e-commerce
- Major Entrepreneurship & Strategy:
 - Business plan for a web hosting company (18/20) + execution
 - Competition strategy (case-oriented approach)
- Thesis: “The value of PMI and PRINCE2 for a project manager’s career”

1999–2005: Economic Sciences – Languages at the Sint-Lodewijkscollege Lokeren

Experience

2011 & onward: Business Analyst (Information Management) at Deloitte Consulting

2008 & onward: Co-founder of VIZID web hosting (<http://www.vizid.eu>)

- Creation of sales site + customer portal
- Marketing via Google Adwords and alternative campaigns
- Experience: different aspects in this project have led to an improvement of my professional writing, realistic thinking and planning, presentation skills, persuading skills, and above all time management. This all combined with the obvious IT and marketing implications.

2007 & onward: Volunteer at the Lokerse Feesten (10-day music festival)

2008–2011: Founder of Cursusdienst.net – co-founder Tyca (npo)

- Platform for student organizations to sell their books (incl. management panel)
- '08-'09: development and test phase via Cursusdienst ESP
- '09-'10: expansion to fraternities of 5 faculties at the VUB
- '10-'11: launch of Tyca: main goal: free & open information for education
- '11: handover of operations after overseeing a code rewrite by 2 hired developers
- Experience: beside the IT aspect of the project, it offered the opportunity to sell the project to student clubs and campus book shops, and to negotiate with third parties (e.g. printing services).

2010–2011: Vice president Communications Studentenraad Vrije Universiteit Brussel

- Initiation of a durable communications plan for the student council
 - Bimonthly brochure with both in-depth and popular articles
 - Relaunch of studentenraad.vub.ac.be with both an election & general mode
 - Introduction of a new logo and house style, including templates
- Leading a team: getting input from the student representatives through brainstorm sessions and by coordinating the actual work

- Working on VUB and Flemish education and student related dossiers, participating in meetings and conferences, ...
- Set up of Google Docs as an intranet for online collaboration
- Promoting the student elections: reached the 25% quorum in the first election round, for the first time in 6 years
- Experience: this “political” exploit required far more attention for detail to actually achieve things while avoiding conflicts.

2010–2011: Participant in the Solvay Business Game (ULB)

2007–2010: Promeco (Promotion group for economists): student organization

- President ('09-'10)
 - Setting up a standard year program: yearly job event and gala, monthly on-campus skill trainings and movie nights.
 - Start of internal knowledge wiki with history and how-to's
- VP Bedrijvenweek (job event) ('08-'09)
 - Contacting companies
 - All round organization of the job fair / workshops
 - Promotion of the event
- VP Cursusdienst ESP (student book store) + VP IT ('08-'09)
 - Transformation to an online shop + set up of a shared database for the 3 student organizations
 - Rebranding from “Promeco/Proposo/KEPS book store” to “Book store of the ESP faculty” (Cursusdienst ESP)
 - Sales '08-'09: +25%, '09-'10: +20%
- Experience: Promeco played a big part in my personal development; it gave the freedom and means to work on ideas, in team, and it required an extra effort in personal and professional communications which proofed very convenient in later years.

2004–2010: Diverse student jobs: factory worker, barkeeper, shelf filler, ...

2008–2009: BRUTUS: tutor for pupils in Brussels to raise success rate in higher education

- Experience: BRUTUS was all about inspiring and motivating pupils to improve their (life) chances. This was not easy, but I learned a lot from the challenge.

2007: Tour manager of Le Bataillon Des Fous (SE) Belgian mini-tour

IT skills

HTML/CSS, PHP, MySQL, Google Docs-Mail-Analytics, MS Word-Excel-Powerpoint, Mediawiki, Wordpress.
Preferred tools: Coda & iWork on Mac OS.

Languages

	overall	reading	writing	speaking	understanding
Dutch	mother tongue	-	-	-	-
English	fluent	-	-	-	-
French	-	good	moderate	working on it	adequate
German	-	good	basic	basic	moderate

Hobbies

A wide range of music, TV series and movies. Sports like basketball, swimming, badminton, skiing and tennis. Internet: site development (coding), “broadening my horizons”, ..

Unique talents

Project-oriented leader with a focus on efficiency. Solves problems creatively and intuitively.