

Rob Knook

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Made in The Netherlands

Summary:

I'm an independent **Creative Director** connecting customers with products and services through advertising and video marketing. I excel at building and developing creative teams to produce exceptional work. Advertising is my passion, and I don't shy away from coordinating the production of (other) digital products like websites, chatbots, video games, i.a., as well as print and event design.

I trust my analytical and project managements skills - acquired during my previous career as project engineer - to make each project a great success. Creativity is highly important but it has to be in service of **solving the client's problem**. Hence I'm dedicated to identify and understand the client's need first.

Professional Experience - Creative Industry

- 2018 - Current **Creative Director**
The Knookie, Madrid, Spain
Managing video marketing and advertising projects from strategy, ideation, to production. For all previous and current projects please go to: <https://theknookie.com>
- 2016 - 2018 **Marketing Manager**
IE University (Instituto de Empresa), Madrid, Spain
Managing the marketing efforts and content creation for the University, increasing total student enrollment with **20% each year**. Some of the projects I coordinated:
- Redesigning and developing the website for the IE School of Global and Public Affairs for a better experience.
 - Developing brochures for all the bachelor programs incorporating storytelling to make the amount of information easier digestible.
 - Creating a video game for the Bachelor in International Relations to change the audience perception of International relations as 'boring'.
 - Creating a series of promotional videos for each bachelor program, which had to be aspirational while informative.
 - Creating a chatbot for the School of Human Science & Technology to guide students in their choice of Master degree.
 - Organizing Open Days events for potential students and their parents.

2015 - 2016 **Brand Strategist**
Saffron Brand Consultants, Madrid, Spain
Clients: Barceló, YouTube, Gazprom, Bank of America i.a.
• Competitive benchmarking for clients regarding their brand positioning and brand hierarchy.
• Co-developing brand ideas (positioning)
• Creating and/or improving customer journeys.

Education:

2014 - 2015 **Master of Visual & Digital Media**
IE Business School, Madrid, Spain
Awarded as best student of the program.

2014 (July) **Film Production 4 week Workshop**
New York Film Academy, New York, United States of America
GPA of 3.8

2008 (April) **Seminar Organisational Culture & Change Management**
Itim Focus, The Hague, the Netherlands

2004 - 2007 **Master of Science in Civil Engineering**
Delft University of Technology, Delft, the Netherlands
• Concentration: Infrastructure and business management.
• Final thesis results: Contributed to the annual innovation prize of the construction network society, the Nieuwbouw.

1998 - 2003 **Bachelor of Science in Civil Engineering**
Delft University of Technology, Delft, the Netherlands

Skills, Languages & Values

Main skill: Leading creative projects from strategy, ideation until delivery:
• Analytical skills to identify and solve the right problem.
• Customer insights and brand strategy to set the creative direction.
• Leading teams and different disciplines to ensure best outcome.
• Managing client's expectations and budget control.

Software: Adobe Creative Suite **Languages:** Dutch (Native)
MS Office and iWorks Suite English (Professional)
Final Cut Pro X Spanish (Basic)

Values: I'm a - controlled - risk taker who believes in change. Change keeps the mind sharp, makes you open-minded and is essential in order to improve.

Professional Experience - Engineering

- 2012 - 2013 **Project Engineer**
Saipem Leighton Consortium, Barrow Island, Australia
- Chevron driven LNG project on Barrow Island, Australia.
 - Supporting the project in regards to accommodation needs for 1600 mobilised employees of Saipem Leighton Consortium.
 - Mobilising new accommodation barges and integrate it with on-site project requirements.
- 2011 - 2012 **Logistic Project Engineer / Site Logistic Manager**
Murray & Roberts, Barrow Island, Australia
- Chevron driven LNG project on Barrow Island, Australia.
 - Ensuring all work is carried out in accordance with project logistical requirements.
 - Managing the logistical team on site.
- 2009 - 2011 **Project Engineer**
Clough Curtain Joint Venture, Mendi, Papua New Guinea
- ExxonMobil driven LNG project in Papua New Guinea.
 - Ensuring all work is carried out in accordance with project specifications in the most effective and safe manner on time and within budget
 - Interim area (project) manager in Mendi.
- 2008 - 2009 **Project Engineer**
Clough, Brisbane, Australia
- 2007 - 2008 **Project Engineer**
Tebodin Consultants & Engineers, The Hague, the Netherlands
- 2006 - 2007 **Business Developer (Thesis Master of Science)**
Royal BAM Group, Hardinxveld-Giessendam, The Netherlands
- 2005 (Feb.-Jun.) **Designer / Junior Project Manager (Internship)**
Studio Acht Architects Caribbean, Willemstad, Curaçao (the Netherlands Antilles)