

Simone Krouwer

“Knowledge is of no value, unless you put it into practice!”

Date of birth: 01-10-1992
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WORK HISTORY

- 03.2020 – present **Postdoctoral researcher & thesis coach**
University of Antwerp
- ✓ Current research projects: narrative persuasion, persuasive health communication
 - ✓ Advising the Belgian government on effective communication to address vaccine hesitancy (in the context of COVID-19)
 - ✓ Thesis supervisor / coach at Rotterdam School of Management (Marketing)
 - ✓ Founder of [‘De Behaviour Club’](#)
 - ✓ Founder of [‘De Maffe Mensen Podcast’](#)
- 02.2016 – 02.2020 **PhD researcher – Strategic Communication**
University of Antwerp
- ✓ The aim of my PhD was to help both media and advertisers to implement native advertising in an effective and sustainable manner
 - ✓ Several academic and non-academic publications
 - ✓ Speaker at academic and non-academic conferences
 - ✓ Teaching (e.g. Marketing, research methods, SPSS statistics)
- 08.2014 – 09.2015 **Online copywriter (SEO) – student job**
Centrum voor Afstandsonderwijs & Avondonderwijs (CVA)
- 01.2013 – 09.2013 **Intern – Content Marketing**
Jaarbeurs Utrecht
- 01.2012 – 06.2012 **Intern - Corporate Communications**
FloraHolland
- 07.2011 – 12.2012 **Intern / assistant – Corporate Communications**
Genencor International (part of DuPont)

EDUCATION

- 2016 – 2020 **PhD – Communication Sciences**
University of Antwerp – PhD obtained on 28-02-2020
- 2013 – 2015 **Master of Science – Strategic Communication**
University of Antwerp
Graduated summa cum laude
- 2009 – 2013 **Higher professional education – Communications**
The Hague University of Applied Sciences – Graduated

QUALIFICATIONS

LANGUAGES	Dutch (Mother tongue) English (Advanced)
EXPERTISE	Strategic Communication – Persuasive Communication – Online Advertising – Research – Consumer Behavior – Content Marketing - Behavioral Science
OTHER SKILLS	SPSS – Microsoft Office – Presenting – Consulting – Creating reports / whitepapers
PERSONALITY	Hard-working – Social – Creative – Ambitious – Self-starter – Quick Learner - Flexible
OTHER INTERESTS	Travelling – Events – Psychology – Behavioral Economics - Podcasts – Social activities – Reading – Creative Projects – Salsa dancing – Nature – Hiking - Running

OTHERS

ACADEMIC PUBLICATIONS	<p>Krouwer, S., & Poels, K. (2017). Article or Ad? Readers' Recognition and Evaluations of Native Advertisements on Online News Websites. In V. Žabkar & M. Eisend (Eds.), <i>Advances in Advertising Research VIII</i>.</p> <p>Krouwer, S., Poels, K., & Paulussen, S. (2018b). To Disguise or to Disclose? The Influence of Disclosure Recognition and Brand Presence on Readers' Responses Toward Native Advertisements in Online News Media. <i>Journal of Interactive Advertising</i>, 17(2), 124-137. doi:10.1080/15252019.2017.1381579</p> <p>Krouwer, S., Poels, K., & Paulussen, S. (2019). Exploring readers' evaluations of native advertisements in a mobile news app. <i>Journal of Media Business Studies</i>. doi:10.1080/16522354.2019.1573396</p> <p>Krouwer, S., Poels, K., & Paulussen, S. (2019). Moving towards transparency for native advertisements on news websites: A test of more detailed disclosures. <i>International Journal of Advertising</i>. doi:10.1080/02650487.2019.1575107</p> <p>Krouwer, S. (2020). Native Advertising op nieuwswebsites. Een effectieve én duurzame implementatie met de TREF-principes. Onderzoeksrapport. Antwerpen: Universiteit Antwerpen, Departement Communicatiewetenschappen. 79 p.</p> <p>Krouwer, S. (2020). Brands Bringing the News? Implementing native advertising on news websites (<u>Doctoral dissertation</u>, University of Antwerp).</p>
BLOGS@	Marketingfacts – Frankwatching – Bloovi – The Native Advertising Institute
SPEAKING	Presentations at different conferences and commercial events, among which: <ul style="list-style-type: none">• The International Conference On Research in Advertising (2016, 2017, 2018)• The International Communication Association conference (2017, California)• ECU Perth (2016, Australia)• The American Academy of Advertising (AAA) Conference (2018, New York)• Etmaal van de Communicatiewetenschap (2016, 2017)• Branded Content Research Network Symposium (2017, London)• Content Rules?! Congress (2017, Antwerpen)• TMG Impact Boost Event (2018, Antwerpen)• The Native Advertising Days (2019, Berlin)