

Kristien Vermoesen

Managing Partner FINN

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CURRENT OCCUPATIONAL ACTIVITIES

Kristien Vermoesen (b. 1975) launched FINN, a full-service PR and communications agency, in 2006. She is now managing partner of the agency.

FINN is a PR agency specializing in 360° public relations projects, innovative communication campaigns and social media. FINN is a knowledge center: it incorporates the latest developments in PR, marketing, branding and social media into daily practice. Team members are encouraged to educate themselves continuously on new trends, techniques and thinking.

Activities include: marketing and PR strategies, PR execution, media relations (press campaigns, press conferences, press releases,...), PR events, social media, crisis communication, marketing communication ...

Clients of FINN include: Pfizer, Jan De Nul Group, Electrabel, Niko, Rombouts, Eneco, Utopolis, Cassina, Atlas Copco, Lydian, Liedekerke, Projective, Museum M, Materialise Dental, SieCom, Trustmedia, ...

www.finn.be

PROFESSIONAL EXPERIENCE

2006: Managing Partner / PR consultant at FINN

2001-2006: Journalist for several major news outlets

Kristien worked for practically all the major news outlets in Flanders: De Tijd, De Standaard, VRT, Nina (supplement to Het Laatste Nieuws), Feeling, and Feeling Wonen (Sanoma Magazines Belgium).

1998-2002: employee at KunstenFESTIVALdesArts

Kristien started her career with the international KunstenFESTIVALdesArts in Brussels as a member of the communications and media team, where she was responsible for the press relations.

EDUCATION

Kristien Vermoesen graduated in 1996 with a degree in Romance languages and literature from the Catholic University of Leuven (KULeuven). In 1997 she obtained a degree in Cultural Studies from KULeuven.

LANGUAGES

Kristien is fluent in Dutch, French and English and has a good knowledge of Italian.