

Carmen van Klaveren

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Berlin, Germany

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Nationality:
The Netherlands

Academic History

Berlin School of Economics, Hertie School of Governance
PhD | Economics
Behavioural Experiments, Econometrics, Political Economy.

Berlin, Germany
2023-present

International Institute of Social Studies, Erasmus University
Masters | Economic Development: Econometric Analysis
Research Techniques, Economic Development, Behavioural Experiments,
Econometrics, Political Economy.

The Hague, Netherlands
2021-2022

ESADE Business School, Universitat Ramon Llull
Bachelors | Business Administration
Economics, Finance, Marketing, Human Resource Management,
Organizational Behaviour and Structures.

Barcelona, Spain
2015-2019

Desautels Faculty, McGill University
Exchange | Business Administration
Business Climate in Developing Countries, Marketing and Consumer Behaviour.

Montreal, Canada
Aug-Dec 2018

Shanghai American School
Scholar | International Baccalaureate
Social Sciences Track: Economics and Psychology.

Shanghai, China
2013-2015

Awards

2022 | Graduated with Distinction
MA Economic Development, ISS (Erasmus University)
MA Degree | Received distinction pertaining to highest achieving students

2022 | Best Research Paper Award
MA Economic Development, ISS (Erasmus University)
Research Paper | Link: [Media Credibility and Electoral Penalisation of Exposed Corrupt Politicians in Latin America: a Study Focused on Social Media and Sustained Lack of Freedom of Expression](#)

"The media landscape in Latin America is changing. Firstly, freedom of expression has diminished for the past ten years and is projected to continue declining. Secondly, social media is rising as one of the most popular media channels to inform oneself about politics. This paper explores the consequences these trends have on the credibility audiences attribute to news exposing corrupt politicians and their willingness to penalise the exposed politicians in elections. The study focuses on ten Latin American cities and employs a randomised control trial using experimental data embedded in a survey."

2019 | Honors in Final Degree Project
BA Business Administration, ESADE (Ramon Llull University)
In-Company Project | Building a Brand for an Internal Marketing Community

Research Skills

Econometric Methodologies

Randomised Controlled Trial
Treatment Effects (Average, Heterogeneous)
Difference in Difference
Instrumental Variables
OLS and Binary Outcomes

Other

AB Testing
Campaign Analysis
Intent Analysis
Focus Groups
Interviewing

Languages

Native: Spanish **Intermediate:** French
Fluent: English, Catalan **Basic:** German, Italian

IT Skills

MS Office STATA SPSS SQL
MailChimp SAP Salesforce Google Ads
LinkedIn Campaign Manager

Work Experience

Marketing: Digital Lead Generation Specialist

Milkman Technologies | January 2023 - September 2023 | Remote

Develop and execute paid media, SEO and organic strategies across various channels.
Manage and report end-to-end marketing projects of digital demand generation: lead capturing and nurturing.
Work with internal designers to bring most effective ads and content to market.
Assist CMO in developing the marketing strategy and brand message.

Digital Marketing Specialist

SAP SE | July 2019 - December 2020 | Barcelona, Spain

Planned, executed and analyzed integrated digital marketing programs generating demand: email, social, web, paid.
Handled collaborations with creative agencies for content creation and campaign execution.
Managed budget and performance of digital marketing programs through data analysis.
Founded and led an internal consulting group focused on virtual events in response to the Covid19 pandemic.

Marketing People Programs Intern

SAP SE | January 2019 - July 2019 | Walldorf, Germany

Managed key activities in development and scalability of a digital marketing community.
Organized community events and led communications.
Participated in the organization of development opportunities for top talents.

Academic References

Dr. Elissaios Papyrakis

Associate Professor at the International Institute of Social Studies, Erasmus University
papyrakis@iss.nl

Dr. Matthias Rieger

Associate Professor at the International Institute of Social Studies, Erasmus University
rieger@iss.nl

Volunteering & Interests

2022 | Uttarakhand, India

Taught kindergarten through 12th grade in the Modern Public School of the rural area of Doon Valley, Dehradun.

2014 | Shanghai, China

Participated in Relay for Life event in Shanghai generating revenues to support the American Cancer Society.

2013 | Kerala, India

Charity work onsite in orphanage in Kerala, India.