



# JASPER BOSGRAAF

Master of Arts

## ABOUT ME

Date of Birth: 24-10-1988

### Qualities & Characteristics:

Ambitious, Analytical, Creative, Curious, Dedicated, Extroverted, Flexible, Honest, Intellectual, Introverted, Loyal, Responsible, Open-minded

### Activities & Interests:

Arts, Design, Friends, Media, Music, Politics, Sports, Technology, Travelling

## CONTACT

Groningen / Rotterdam

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(+31) 6 29 53 43 86

## SKILLS

- Ableton
- Adobe Photoshop
- Sony Vegas
- Microsoft Office
- Webdesign & Analytics



## RELEVANT WORK EXPERIENCE

### FOUNDER & OWNER

Afrodisiac Ent. 2009 - Present

Afrodisiac Enterprise was founded by myself in 2009 as a music studio. Since 2014, it has grown and established into a marketing company and record label. Within my company I am releasing new music on behalf of fellow artists and myself, as well as undertaking freelance projects alongside organisations.

### INTERN MARKETING / COMMUNICATION

Chordify 2015 - 2016

During my internship for Chordify, I carried out research regarding their marketing efforts in relation to the millennial generation. My research consisted of data analysis, peer group inquiries and I successfully applied a problem solving theoretical framework. The internship resulted in my Master thesis.

### INTERN MARKETING / COMMUNICATION

22Tracks 2013 - 2013

The internship for 22tracks was labelled as a 'executive internship,' during my time at 22tracks I developed a concrete (online) marketing blueprint for the company. With this blueprint we could improve and innovate their marketing and communication efforts.



## EDUCATION

### MASTER OF ARTS

University of Groningen 2016 - 2017

In the Master's track of Arts, Culture and Media, students examine the role of the arts in society. During my Masters I gained more insight about: the organizational, economical, societal -and technical developments of arts in an increasingly mediated world. I specialized myself in the music industry, arts sociology and marketing.

### BACHELOR OF ARTS

University of Groningen 2009 - 2012

During the Bachelor of Arts, Culture and Media, students acquire an understanding of perspectives and methodologies for studying the arts as mediated processes. Themes such as globalisation and digitalisation are important issues to situate current patterns of distribution, organization and creativity. I carried out my Bachelor within the framework of Policy and Marketing, alongside studying music.



## LANGUAGES



DUTCH



ENGLISH



GERMAN & FRENCH



# CURRICULUM VITAE

## DETAILS



## EDUCATION

MA: Arts and Cultural Sciences (Completed, 2017)  
MA: Arts, Culture and Media (2012-2014)  
BA: Arts, Culture and Media (Completed, 2012)  
BA: Media & Culture (2008-2009)  
PUE: Economy & Society (Completed, 2008)



## WORK EXPERIENCE

2018: Runner Eurosonic Noorderslag (freelance)  
2017: Runner Jonge Harten Festival (freelance)  
2017 - Present: SEO & SEA Consultant Norwell Outdoor Fitness (freelance)  
2017: Construction/Production Noorderzon Performing Arts Festival  
2017: Sales Agent Transcom  
2017: Runner Bevrijdingsfestival Groningen (freelance)  
2017: Runner Eurosonic Noorderslag (freelance)  
2015 - Present: Columnist Datmag  
2015 - 2016: Intern Marketing & Communication Chordify  
2014 - 2016: Agent/Expert Transcom  
2013: Intern Marketing & Communication 22tracks  
2011 - 2013: Volunteer Artistic team Usva Theater  
2011 - 2013: Parttime programmer, organisator and marketeer Solidaritas Events  
2010 - 2012: Chief editor Artefact arts magazine (study magazine)  
2010 - Present: PR/Webdesign gallery de Andere Wereld (freelance)  
2009 - Present: Founder & Owner Afrodisiac Recordings  
2007 - 2009: Production -and cleaning jobs via MF Recruitment  
2005: Employee Xenos



## KNOWLEDGE & SKILLS

### Knowledge

#### Arts:

Music (specialisation), Film, Fine arts, New media, Arts policy and Art history

#### Arts sociology:

Actor Networks, Post-Fordism, Theory of Practice, Valuesystems, Worlds theory

#### Marketing & Communication:

Arts marketing, Marketing, Experience Economy, Online -and social media marketing

#### Management:

Organisation management, Financial management for nonprofit organizations

#### Journalism:

Public-oriented writing

Science -and arts philosophy

### Skills

#### Administration and word processing:

Microsoft Office, Google Docs

#### Film production -and editing:

Sony Vegas, Final Cut, Adobe Premiere

#### Photo editing and graphic design:

Adobe Photoshop, Indesign, Illustrator

#### Music production -and editing:

Ableton Live, Adobe Soundbooth, Cubase en Logic Pro

#### Other:

CMS (Wordpress), CRM (KANA Express, Hubspot), Data analysis (Google Analytics en Chartbeat), Project management (Podio), SEO & SEA

#### Webdesign (CSS, Html, JavaScript):

Wordpress, Dreamweaver