



# Ferdinand Boonekamp

**Project Manager  
– International  
Interior Architecture &  
Experiential Design**  
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## Profiel

Substantial experience in leading all facets of event production, event and project management, event strategy and event content/concept creation. Proven success in delivering various simultaneously existing projects to clients within budgetary and time constraints. Demonstrated history of leading and motivating internationally dispersed production & design teams to attain the collective vision.

## Work Experience

### **Manager Cross-Departmental Projects, Conservatorium van Amsterdam, Amsterdam**

04/2023–Heden

Responsible for ideation, planning, and production in collaboration with in-house facilities, technical, and music departments concerning Cross-Departmental Projects, including 140 Years of Cva, Artist in Residence, Changemaker Interviews, Introduction shows and more.

### **Lecturer and Year Coordinator, Inholland opleiding Leisure en eventmanagement, Diemen**

08/2021–03/2023

Lecturer in Management and Practical eventorganisation skills. Lectured courses for both first-year and third-year minor event experience students. Year Coordinator and providing support to higher management.

### **Experience Project Manager, IF dreamers and realizers, Amsterdam**

2014–2021

IF was a small, international agency specializing in event experience and spatial design, driven by a passion to create memorable brand experiences. The agency closed due to the impact of the COVID-19 pandemic.

#### **Role:**

Transformed and enhanced creative visions into reality for live events, brand activations, exhibitions, parties, and other experiential projects, overseeing planning and execution. Provided strategic guidance to team members during concept development and production. Led the creation and implementation of production plans and guided creative processes. Directed current and future project planning. Managed financial aspects, including project budgets and invoice queries. Orchestrated all facets of pre-, main-, and post-production, from vendor management to artist

## Links

[Linkedin](#)  
[Ferdinandboonekamp.com](#)

## Skills

|                                      |     |
|--------------------------------------|-----|
| Decision Making .....                | 5/5 |
| Problem Solving .....                | 5/5 |
| Creativity .....                     | 4/5 |
| Ability to Multitask .....           | 4/5 |
| Ability to Work Under Pressure ..... | 4/5 |
| Fast Learner .....                   | 4/5 |
| Flexibility .....                    | 5/5 |
| Communication Skills .....           | 5/5 |
| Perseverance .....                   | 5/5 |
| Adaptability .....                   | 5/5 |
| Leadership skills .....              | 5/5 |
| Teamplayer .....                     | 5/5 |

## Languages

engels ..... Zeer vaardig

coordination. Acted as a key link between brands and production teams, also fulfilling the role of account manager.

#### **Brand Activation Projects:**

- **Insight TV (EMEA & USA):** Created, produced, and managed experiences and events for conferences and TV trade shows in Miami, Cannes, Washington, and Boston.
- **Amnesty International:** Created, produced, and managed activations at festivals including Lowlands, Pinkpop, and other major events..
- **Texels Bier:** Developed and produced brand activations for various food festivals.
- **The Greengallery:** Produced an experience press launch for fifty press guests under the arches of the Rijksmuseum.

Additional Brands and Organizations: Coordinated brand activations and events for Greenpeace, Energy Floors, CONTRA, Axe, Massive Music, Effie Awards, Wrangler, JCRags, PKN, UPC, SportBillies, INHolland, Havana Club, Dazed & Confused, Stolichnaya, ID&TV, XS4All, NOC\*NSF, and AMMA. Collaborated with Wink, FHVBDO, Contain.r, Stripped Event Managers, A Brand New Day, Pernod Ricard.

### **Event Producer & Creative Project Manager, Wink, Amsterdam**

2011–2014

Wink is a creative agency specializing in brand experiences, design, and production of fully integrated campaigns, events, and environments. Their motto is "The aim of the game is to feel real good."

#### **Role:**

Managed overall planning and execution of creative event concepts, ensuring successful delivery based on client requirements. Coordinated event narratives through in-depth research, led 360-degree storytelling, and focused on engaging event audiences.

#### **Accounts:**

Wrangler Int., Converse Int., Bread and Butter Fair (Berlin), Onitsuka Tiger, Ola, Licor 43, Piper Heidsieck, Levi's, Meltin'Pot Int., Venuetz, Diesel EMEA, Ketel One Vodka, UPC, Douwe Egberts.

#### **Case Examples:**

- Wrangler Int. (Produced and managed 6 seasons of fair booths, fashion shows, parties)
- Diesel (Produced and managed brand experiences / Influencer parties)
- UPC (Produced and managed the annual executive show dinner for VIP guests)
- Converse (Produced and managed sales meetings, incentives, and fashion shows)

### **Delegated producer, FB Productions, Amsterdam**

2006–2010

FB Productions offers a comprehensive 360° approach, specializing in the management and execution of bespoke leisure and event experiences. With a focus on transforming brand narratives into dynamic live events, FB Productions excels at channeling creative energy and utilizing an extensive network to craft unforgettable experiences.

## Clients:

Amnesty International, Katja Gruijters Studio, Messagebird, BNN, Greenpeace, Insight Events, Energy Floors, Stegeman, CONTRA, Schaalwerk, Axe, Massive, Hivos, 24, Effie Awards, Wrangler, JCRags, Dept, Dept Denim Department, Levi's, WFP, City of Rotterdam, PKN, UPC, Ketel1, Venuez, Licor43, Diesel, Your World, SportBillies, Blend, Enviu, INHolland, Havana Club, Dazed & Confused, VROM, Stolichnaya, ID&TV, Bacardi, Sustainable Dance Club, Watt, XS4All, NOC\*NSF, AMMA, Allerzielen Alom, Deining. Agencies: Wink, FHVBDO, Contain.r, Stripped Event Managers, Pernod Ricard, Zaanstreek Project Bureau, Your World, and many more.

## Project Examples:

- **Havana Club:** Produced a Cuban Speak Easy tour across various international stages with prominent Cuban bands.
- **60 Days of Space:** Produced one of the first Pop Up Stores in co production with Blend Magazine.
- **Wrangler:** Produced one of the first functional brand experiences at Lowlands Festival—the Laundromat brand activation, featured in *Kellogg's Marketing Strategies Explained*.
- **City of Rotterdam:** Produced all public and youth events for the "Your World" youth year, including an open-air concert in Rotterdam's city center, four talent development events, and the transformation of the Hilton Hotel into "Your Space."
- **Dance4Life:** Produced a stadium experience event at GelreDome featuring artists such as Di-rect and Tiësto, in collaboration with various production departments of QLIMAX at Q-dance and artistic leaders from Danceworks, the National Ballet, and Introdans.

## Projectmanager, Xsaga, Amstelveen

2005–2006

saga is a consulting and production company for brand activation, event and entertainment marketing. I staged brands and organizations with events like ministry of vws & ocw, Ubachs Wisbrun, Nationale postcode loterij, Het koninklijk huis, Robeco, Coca Cola and others.

# Education

## Leisure and Eventmanagement, HBO Hogeschool Inholland, Diemen

1997–2001

Bachelor Project,- and eventmanagement in Culture, Art and Policy. Degree in Art, Music, Theatre and film History

## Drums Jazz, HBO Codearts Conservatorium, Rotterdam

1993–1995

Completed the preliminary year in Pop and Jazz Drums, finished the second year, and left during the third year.

Main subject instructors: Fred Krenz and Peter Ypma.