



Hi, my name is

## Laura Tol

I am a 19 years-old student, born on August 12th in Voorschoten, the Netherlands, where I am still living today. At this moment, I am busy looking for an internship. This can be both abroad or in my home country. I would love to learn more about the working field within Communications and enjoy my time trying to contribute to a dynamic team, develop my professional skills, and gain practical experience in the field of Communications. I am eager to take on new challenges, collaborate with colleagues, and apply my knowledge in a real-world setting.

Thank you in advance for taking the time to read through my CV!

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Sex: female

Nationality: Dutch

### Contact

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### Education

2023 – present

WO Bachelor's degree at the Vrije Universiteit Amsterdam

I am currently in my second year of Bachelor Communication Science, which covers a wide range of topics such as: journalism, political communication, marketing, media entertainment, PR and psychology. Over the past two years, I have conducted three academic studies:

- Qualitative study, investigating how young people between the ages of 18 and 25 experience the influence of TikTok on their purchasing behaviour (through conducting interviews)
- Quantitative study, investigating to what extent the perceived quality and brand perception of the brand airline KLM influence customer loyalty (through conducting surveys)
- Quantitative study, investigating whether static social media ads with storytelling lead to a higher purchase intention than static social media ads with slogans, with this effect potentially moderated by the type of product: either a luxury good or an inferior good (through conducting an experiment via a survey)

2017 – 2023

Pre-university education at Het Vlietland College, Leiden – completed

During this time, I pursued the Economics and Society track, with Business Economics and German as elective subjects. My final exams also included geography, history, advanced mathematics (covering algebra, calculus), economics, Dutch and English. I have always been a highly motivated student and have not experienced learning as an obligation, partly due to my curiosity.

Furthermore, I am skilled in Microsoft PowerPoint and Word, Google Docs and Presentations, Canva and RStudio. In addition, I obtained my typing certificate through the Education Institution LOI in Leiden, the Netherlands, in 2016. Lastly, I hold both an AM and B category driver's license.

### Work experience, as a waitress

May 2024 – present

Pavarotti, Leiden (pizzeria)

November 2022 – May 2024

Eleni, Wassenaar (Greek restaurant)

February 2022 – November 2022

La Casita, Voorschoten (tapas restaurant)

April 2021 – February 2022

Waterfront Vlietland, Voorschoten (beach bar)

### Skills

My friends describe me as positive, enthusiastic, eager to learn, a great listener and curious. These qualities are valuable in the hospitality industry, but I am also open to expanding my skills in other work areas. This year I learned more about the statistics program RStudio for my Bachelor. I take pride in my work ethic and I consider myself customer-orientated, a team player, flexible, creative and stress-resistant.