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*Understanding the uses and effects of interactive features in digital magazines*

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## CURRICULUM VITAE

Fabiënne Rauwers was born on October 21<sup>st</sup> 1988 in Haarlem, the Netherlands. After obtaining her Bachelor's degree (BSc) in Communication Science at the University of Amsterdam in 2011, she worked for one year as a communication specialist at the Dutch Heart Foundation. Between 2012-2014, she completed the Research Master Communication Science at the University of Amsterdam *Cum Laude* (with distinction). As a part of her Master's education, she completed an internship at the Amsterdam School of Communication Research (ASCoR). Her thesis on the persuasive influence of creative media advertising is published in the *International Journal of Advertising*.

In September 2014, Fabiënne started her PhD project at ASCoR at the University of Amsterdam. The project focused on the uses and effects of interactive features in digital magazines. Between 2014-2018, she conducted four experimental studies on this topic, which resulted in this dissertation. Besides her PhD project, Fabiënne also wrote two book chapters on creative media advertising. Her work has been published in top-tier journals in the field communication and advertising (e.g., *International Journal of Advertising*, *Computers in Human Behavior*), and has been nominated in 2014 and – twice – in 2018 for Best Student Paper at the annual conference of the European Advertising Association. She also wrote several professional publications about her research for SWOCC, MarketingTribune, Marketingfacts, Rendement, and Adformatie. After finishing her PhD project, Fabiënne started working as a research consultant at Validators, where she combines her passion for research and marketing to help brands grow.

## PUBLICATIONS

**Rauwers, F.**, Voorveld, H. A. M., & Neijens, P. C. (2018). Investigating the persuasive impact and underlying processes of interactive magazine ads in a real-life setting. *International Journal of Advertising*, 37(5), 806-827. doi:10.1080/02650487.2018.1470918

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