

CATHRIN WURTSCHIED
B.A. MARKETING COMMUNICATION



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EDUCATION

- 2013-2016 **Design Akademie Berlin** Berlin, Germany
B.A Marketing Communication
Title: *DEVELOPMENT OF A BRAND IDENTITY, STRATEGIC POSITIONING
AND BRAND TONALITY FOR THE NEW FASHION AND RETAIL CONCEPT
GOLDEN AGE HOLLYWOOD*
- 2009-2011 **European School Dr. Obermayr** Wiesbaden, Germany
Major: English, Politics
Degree: Abitur

WORK EXPERIENCE AND INTERNSHIPS

- 07/19- present **Freelance PR Manager, Brand Consultant** Berlin, Germany
PR, Social Media Strategies, Concept
Creation, Brand Consultancy, Influencer
Marketing
- 11/18- 06/19 **BOLD Communications & Marketing** Berlin, Germany
PR Manager & Social Media Manager, Team Fashion
Clients: Uniqlo Germany, Switzerland and Austria
Social Media concepts, strategies and account maintenance
For various BOLD clients.
- 06/18- 11/18 **BOLD Communications & Marketing** Berlin, Germany
Junior PR Manager, Food & Beverage Team
Clients: Johnnie Walker, Pfeffi, Mumm, Jules Mumm
- 08/17-05/18 **AGENCY V** Berlin, Germany
Junior PR Consultant
Responsible for Scotch & Soda, Ace & Tate
Monki, Björn Borg
- Consulting clients from the fashion and lifestyle sector in communication and marketing
 - Planning, executing and analyzing communication strategies and campaigns
 - Event organization
 - Composing and translating press releases

06/17-08/17	<u>AGENCY V</u>	Berlin, Germany
	PR Assistant	
	<ul style="list-style-type: none"> • Handling daily PR work for international fashion and lifestyle brands • Assisting the senior PR consultant in research, concept and execution of communication strategies and campaigns • Assisting in event organization • Composing and translating press releases 	
09/16-05/17	<u>Golden Age Hollywood-</u>	Los Angeles, USA
	<ul style="list-style-type: none"> • Brand building • Concept creation and creative strategies • Marketing and PR-activities before and during the brand Launch and store opening in Los Angeles 	
01-02/2017	<u>George P. Johnson for BMW –</u> freelance project executive	Barcelona, Spain
	<ul style="list-style-type: none"> • Product and Brand experience BMW 5 series • Performance based entry event for BMW responsible for coordination of quality and performance of promotional staff, a team of 60 promoters. • Guest management 	
03-09/2015	<u>H&M, Hennes&Mauritz AB-</u> Trend Developer Assistant	Shanghai, PRC
	<ul style="list-style-type: none"> • Jersey Innovation Team • Providing Trend Analysis and developing ahead of time • Visual merchandising of Showrooms Globally working to create new Components • Creating innovative ways to achieve the latest Looks 	
2012/2013	<u>H-ZWO Agentur für Kommunikation GmbH-</u> Junior Account Manager	Shanghai, PRC
	<ul style="list-style-type: none"> • Artist/Guest Management for the Shanghai Auto show for Volkswagen 	
2012	<u>DDB China Group-</u> Account Executive	Shanghai, PRC
	<ul style="list-style-type: none"> • Account: Pernod Ricard/ Absolut Vodka • Assisting Head of Account/Creative in day to day Business • Assisting in creating marketing concepts • Creative implementation of new stories 	

2012	<u>DDB Tribal</u> - Internship <ul style="list-style-type: none"> • Account: Pernod Ricard/ Absolut Vodka • Assistance in the creation of Advertising concepts • Maintenance of social networking websites • Writing White Paper for Clients 	Shanghai, PRC
2012	<u>KION GROUP</u> - Project Assistant <ul style="list-style-type: none"> • Preparation, supervision and post-processing of a Management Summit 	Frankfurt, Germany
2011	<u>MVS BANUSCH</u> - Project Assistant <ul style="list-style-type: none"> • Project assistance at a 6 week performance based entry event for Volkswagen 	Ibiza, Spain
2011	<u>KIA Motors</u> - Project Assistant <ul style="list-style-type: none"> • Project assistance at a 6 week Launch Tour during FIFA woman's Football World Cup within 33 cities 	Europe
2010/2011	<u>Brand below Agentur</u> - Project Assistant <ul style="list-style-type: none"> • Planning and execution of Europe wide Promotion Tours • Creating new events/marketing concepts for existing clients • Coordinating product specialist teams • Maintaining client relationships and correspondence 	Europe
2009	<u>English Language Training</u> <ul style="list-style-type: none"> • EMBASSY Certificate of English • Program: Business English, Proficiency level 	San Diego, USA
2006	<u>Crowne Plaza Hotel</u> -Internship <ul style="list-style-type: none"> • Assisting in day to day Business • Department. Marketing, Management 	Wiesbaden, Germany
2006	<u>School Exchange</u>	Tennessee, USA
2006-date	<u>Freelance work</u> <ul style="list-style-type: none"> • Bread&Butter 2014 – TIGER of Sweden • Bread&Butter 2013 – Scotch&Soda • Dresser and Seater at Berlin Fashion Week • Team Leader, Hostess, 	Europe

LANGUAGE SKILLS

German: mother tongue English: business fluent
French: 8 years Chinese: Basic

IT SKILLS Microsoft Office, Windows, Mac OSX, Adobe Photoshop,
InDesign

INTERESTS Fashion, Travel, Popular Culture, Modern Art