

Anastasia Ederer

Media and Communication Manager

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SUMMARY

Recent graduate with a master's degree in Media and Communication Management, aspiring to become a top-tier Media and Communication Manager. I am adept at strategizing, creating, and curating impactful content that resonates with modern trends while maintaining a company's brand image. With 1.5 years of valuable experience at BMW Group's Internal and External Communication Department, I am fluent in four languages, and have gained insights from diverse companies ranging from startups to industry giants. I bring clear communication, leadership potential, and digital proficiency to enhance both internal and external engagement. Passionate about storytelling, trend analysis, and the dynamic automotive and tech industries, I aim to leverage my skills to drive innovation and growth through strategic communication and marketing initiatives.

UNIVERSITY PROJECTS



RAZER x BMW Strategic Brand Collaboration for Tech Innovation

Strategy and Innovation of RAZER x BMW.

- The merging of two brands to produce a new product, implementing the tech hardware of Razer into BMW interiors.
- This will gain new target groups, and reinforce BMW's innovative brand image.

June 2023



MINI (BMW AG) & Sustainability Initiative

Analysis of foresights and global trends in cooperation with MINI BMW AG.

- Pitching the concept of the MINI CAFE, to make the charging duration of MINI electric vehicles more entertaining and productive.
- With the initiative to promote electric mobility.

Munich, March - July 2022

WORK EXPERIENCE

Freelance Digital Community Manager & UGCC

[Bonjour Munich Catering](#)

09/2023 - 12/2023 Munich, Germany

Authentic Parisian Catering company located in Munich, catering to primarily upscale businesses such as Eversheds, Hermes Paris, Tiffany & Co., Luis Vuitton, Deutsches Patent- und Markenamt, LinkedIn, and Amazon.

- Responsible for managing brand's social media communications Instagram to build higher engagement with audiences and brand awareness.
- Produced carefully curated UGC (photos, reels, and stories) to be posted according to a strategically planned posting schedule, designed to maximise reach, retention, and follower acquisition.
- Production and presentation of a monthly performance report summarising the traffic of the brand's Instagram platform. This information was analysed and used to identify trends and what content was successful. This provided insight how and what to post the following month.
- This partnership resulted in an increase in customer orders, as well as a rebranding of the brand's once-stagnant Instagram platform.
- Responsible for outsourcing photographers for self-organised photoshoots, of the company's top products, to be featured on the business' website and instagram platform.

EDUCATION

MA in Media and Communication Management

[Macromedia University of Applied Sciences](#)

2022 - 2024 Munich, Germany

BA in European Studies

[University of Passau](#)

10/2014 - 04/2021 Passau, Germany

SKILLS

Trend Analysis & Forecasting

AI & Digital Tools

Leadership & Agenda Management

Content Creation & Design

Social Media & Community Management

Productivity & MS Office Tools

LANGUAGES

English Native ●●●●●

German Native ●●●●●

French (B1 level) Intermediate ●●●●●

Greek (C2 level) Proficient ●●●●●

VOLUNTEERING

Vice President of University of Passau

Campus Magazine

[C.A.T.E.R. \(Campus und Termine\)](#)

2016 - 2019 Passau, Germany

I represented the magazine's President in official matters, managed our Instagram platform for announcements and promotions, and served as a content editor for the printed magazine. This role enhanced my leadership skills and sense of responsibility. I co-hosted the magazine's information stand at the semester's opening day, recruiting new members, and organized regular meetings to discuss content, semester plans, and events.

WORK EXPERIENCE

Master Thesis Working Student

BMW Group 📅 03/2023 - 07/2023 📍 Munich, Germany

The BMW Group is the world's leading provider of premium cars and motorcycles and the home of the BMW, MINI, Rolls-Royce and BMW Motorrad brands.

- Master Thesis Working Student working in and researching for the department for Communication of Product, Quality, and Safety, and Coordination of Launch Vehicles.
- I produced a forecasting model to measure the intensity and severity for different safety recalls as well as to determine the factors influencing BMW's brand image. It was also found what the best communication style is when a safety recall is issued to the public and shows up in the news.
- The forecasting model was thus integrated into the standard processes of the department for further monitoring of safety recalls and decision-making.

Internal & External Corporate Communications Internship

BMW Group 📅 05/2022 - 02/2023 📍 Munich, Germany

The BMW Group is the world's leading provider of premium cars and motorcycles and the home of the BMW, MINI, Rolls-Royce and BMW Motorrad brands.

- Internship at the Media House department of BMW Group.
- Daily posting of the Executive Media Monitor in the BMW Group Employee App.
- Creation of monthly and annual social media platform performance reports for the internal & external BMW Group channels (Intranet, Group App, Group TV, BMWgroup.com, Instagram, Facebook, Twitter, LinkedIn, Youtube).
- Creation of special topic performance reports (e.g. BMW iX1, BMW iFactory).
- Support for departmental briefings.
- Development of a tonality guide for the evaluation of comments on the BMW Group Employee App.
- German-English translation on various topics.
- Support for content creation.
- Proofreading of editorial and video content.

Secretary & Customer Service (part-time)

Driving School Schott 📅 01/2022 - 12/2022 📍 Germering, Germany

Local driving school in Germering suburb.

- Closing of contracts with driving school students.
- Informing students and answering their inquiries about their overdraft payments, exam information regulations and updates, the theory lesson schedule.
- Corresponding with the TÜV authority on different matters.

Customer Service, and Sales (part-time)

Driving School Schott 📅 09/2020 - 08/2021 📍 Passau, Germany

One of over forty Jumpers studios located in Germany.

- Closing of contracts with new gym members.
- Answering customer inquiries about our services, equipment, training plans, studio updates and regulations, membership packages and benefits.
- Promotion sessions in the town centre gathering leads for future contract closings.
- Cold-calling acquired leads after promotion sessions, scheduling an appointment for them to come to the studio for a trial training session, and thus closing a new membership.

INTERESTS



Automotive Enthusiast

I love the automotive industry, and enjoy following the global trends and development encompassing this industry.



Equestrian

I pursued a professional path in the equestrian disciplines, including participation in national and international competitions.



Tennis

The coordination and intensity of this sport, keeps my mind sharp.



Videography & Photography

I love content creation, and own a few of my own themed social media platforms.

Head of Communications at Startup (Internship)

Trainwear

📅 06/2019 - 08/2019 📍 Passau, Germany

A FitTech start up, developing smart clothing to be used during training sessions.

- I was assigned the role head of communications.
- Responsible for community management of all external social media platforms (Instagram, Twitter, Facebook)
- Responsible for developing the brand image, creative direction, and content creation (informational video and photo content for instagram)
- Responsible for corresponding with and answering inquiries of potential partners, clients, and followers per email and on social media platforms.

Press Office Internship

Representation of the European Commission

📅 03/2017 - 03/2017 📍 Berlin, Germany

The Representation of the European Commission in Germany is a representation of the European Commission with the head office located in Berlin.

- Edited and translated german and english press releases and Facebook posts.
- Participated in the Press morning round table discussing updates.
- Proofread and double-checked the daily EU Commission Newsletter.
- Helped in the event management of "Walk for Europe".

Event Management Internship

German Marshall Fund of the United States

📅 09/2016 📍 Berlin, Germany

Germany's hub for understanding America and promoting transatlantic cooperation.

- Researched, prepared, and presented a presentation on conference formats to the GMF communications department.
- Researched relevant current events to be included in the daily news-briefing for the HOD.
- Aided in planning and executing various GMF events. Aided in coordinating and booking flights, hotels, and dinner reservations for arriving delegates and guests from the USA to Berlin. Front desk secretary of office duties.