



# Anastasia Ederer

## Media and Communication Manager

### WORK EXPERIENCE

#### Reception & Customer Service

Oct 2023 – Present | Part-time  
Infit Gym | Germering, Germany

#### Freelance Digital Community Manager & Content Creator

Sep 2023 – Dec 2023  
Bonjour Munich | Munich, Germany

#### Master Thesis Working Student

Mar 2023 – Jul 2023 | Working Student  
BMW Group • Communication of Product Quality and Safety, and Coordination of Launch Vehicles | Munich, Germany

#### Internal & External Corporate Communications

May 2022 – Feb 2023 | Internship  
BMW Group Media House | Munich, Germany  
Daily posting of the Executive Media Monitor in the BMW Group Employee App • Creation of monthly and annual reports for the internal & external BMW Group media channels (Intranet, Group App, Group TV, BMWgroup.com, TikTok, Instagram, Facebook, Twitter) • Creation of special 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 • Proofreading of editorial media content.

#### Secretary & Customer Service

Jan 2022 – Dec 2022 | Part-time  
Fahrschule Schott | Germering, Germany

#### Marketing & Sales - Customer Service

Sep 2020 – Aug 2021 | Part-time  
Jumpers Gym | Passau, Germany

#### Head of Social Media & External Communication

Jun 2019 – Aug 2019 | Internship  
Trainwear (Fit-Tech Start-up) | Passau Germany

#### Social Media Manager, Content Editor

2016 – 2019 | Extracurricular  
C.A.T.E.R University Magazine | Passau, Germany

#### Press Office Intern

March 2017 | Internship  
Representative of the European Commission | Berlin, Germany

#### Berlin Program Intern

September 2016 | Internship  
The German Marshall Fund of the United States | Berlin, Germany

### EDUCATION

#### MA Media and Communication Management

Oct 2021 – March 2024  
Macromedia University of Applied Sciences | Munich, Germany

Master Thesis: "BMW Safety Recalls: A Forecasting Model to Manage the Impact on Brand Image"

#### BA European Studies

Oct 2014 – April 2021  
University of Passau | Passau, Germany

#### International Baccalaureate

Degree received in 2014  
Campion Senior School | Athens, Greece

### LANGUAGES

English (native)  
German (native)  
French (B1 level)  
Greek (conversational level)

### SKILLS

**Hard Skills & Software Proficiency:**  
digital format content creation • social media management • forecasting and trend analysis • META Business Suite • basic graphic design • Microsoft Office Suite • Capcut • Photoshop • Canva • Notion • ChatGPT • Leonardo AI

**Soft Skills:**  
leadership experience • creativity • agenda management • adaptability • community management • languages • resilience • empathy • communication skills

### INTERESTS

Automotive Enthusiast • Tennis • Equestrian • Videography • Museums

### CERTIFICATIONS

Analysis of foresights and global trends in cooperation with MINI (BMW AG) Munich, March – July 2022

### CONTACT



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