

## Kontakt

[www.linkedin.com/in/magdalenaarogl](https://www.linkedin.com/in/magdalenaarogl) (LinkedIn)  
[www.microsoft.de](https://www.microsoft.de) (Company)

## Top-Kenntnisse

Leadership  
Public Relations  
Diversity

## Languages

Englisch (Professional Working)  
Deutsch (Native or Bilingual)  
Französisch (Elementary)

## Certifications

Accessibility in Action  
Community & Social Media Manager  
(Deutsche Presseakademie)

## Honors-Awards

Digital Female Leader Award  
"25 Frauen die unsere Wirtschaft  
revolutionieren"  
Pathfinder Award  
Top 50 Diversity Driver 2021

# Magdalena Rogl

Project Lead Diversity & Inclusion, Microsoft Germany  
Bayern

## Zusammenfassung

As part of Generation Y, I'm involved in the online world for over 15 years.

In 2016, I moved from the media industry to corporate communications at Microsoft Germany. My sustained commitment to equal opportunities and diversity - outside and inside our company - led to my current position as Project Lead for Diversity & Inclusion. For my unconventional career path as a kindergarden teacher into the digital industry, I was awarded with the Digital Female Leader Award and named one of the "25 Women Revolutionizing Our Economy".

I'm a value ambassador for the non-profit education initiative GermanDream and a role model for BayFid, the fellowship program of the Bavarian State Ministry for Digital Affairs.

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## Berufserfahrung

### Microsoft

6 Jahre 2 Monate

Project Lead Diversity & Inclusion, Microsoft Germany  
Oktober 2021 - Present (7 Monate)

Munich, Bavaria, Germany

Board Member GLEAM & Friends (LGBTQI+ Employee Resource Group)

Juli 2017 - Present (4 Jahre 10 Monate)

### Head of Digital Channels

März 2016 - Oktober 2021 (5 Jahre 8 Monate)

Deutschland

- Managing Editor of the Corporate Communications Team
- Leadership and Development of the Digital Channels Team
- Project Lead Social Media Communication, Newsroom, Blog, Video, Influencer Relations
- Media and Influencer Relationship Management

- Strategic Planning for the Digital Communication Channels
- Development of the Monitoring and Reporting Concept
- Conceptual Modification of the Internal Corporate Influencer Program

## Events, Podiumsdiskussionen, Konferenzen

Speakerin, Moderatorin

Dezember 2014 - Present (7 Jahre 5 Monate)

- Forbes
- ZEIT Wirtschaftsgipfel
- Handelsblatt
- Medientage München
- Bits & Pretzels
- dmexco
- CeBit
- Female Future Force Day
- Ada Lovelace
- KiKa Webtalk
- Female Future Force Day
- Kommunikationskongress
- Siemens
- DJV Kongress
- uvm

## Tomorrow Focus AG

Managerin Online & Social Media Communications

März 2013 - Januar 2016 (2 Jahre 11 Monate)

München und Umgebung, Deutschland

- Strategic development of corporate website and social media channels
- Project management Social Intranet (conceptual, technical and content-related)
- Newsletterser tests, UX, frontend, backend)
- Regular analysis of KPIs (reporting, monitoring)
- Influencers and Blogger Relations
- Employer branding (events, sweepstakes)
- Cooperation with universities in the field of online communication / social media (University of Mainz, University of Munich)

## FOCUS Online

6 Jahre 6 Monate

## Leitung Community Management

September 2011 - Februar 2013 (1 Jahr 6 Monate)

- Management of the user community at [www.focus.de](http://www.focus.de)
- Leadership of the community team
- Establishment and further development of the community (new functionalities, UX design)
- Conception and implementation of CRM measures
- Editorial integration of the community
- Writing community articles (user generated content)

## Community Administration

September 2006 - September 2011 (5 Jahre 1 Monat)

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## Ausbildung

### Deutsche Presseakademie

Manager Social Media & Community Management, Social Media & Community Management · (2011 - 2011)

### Fachakademie für Sozialpädagogik

Social Sciences · (2002 - 2004)