

## Kontakt

[www.linkedin.com/in/saskia-praetorius-ffm](https://www.linkedin.com/in/saskia-praetorius-ffm) (LinkedIn)

## Top-Kenntnisse

Strategische Kommunikation

Öffentlichkeitsarbeit

Unternehmenskommunikation

# Saskia Praetorius

Senior Associate bei GAULY

Frankfurt/Rhein-Main

## Berufserfahrung

### GAULY

2 Jahre 9 Monate

Senior Associate

Juli 2021 - Present (9 Monate)

Frankfurt am Main, Hesse, Germany

Associate

Juli 2019 - Juni 2021 (2 Jahre)

Frankfurt am Main, Hessen, Deutschland

### Hill+Knowlton Strategies Deutschland

2 Jahre 9 Monate

Consultant

Januar 2019 - Juni 2019 (6 Monate)

Frankfurt am Main und Umgebung, Deutschland

Account Executive

Oktober 2017 - Januar 2019 (1 Jahr 4 Monate)

Frankfurt am Main und Umgebung, Deutschland

Junior Account Executive

Oktober 2016 - September 2017 (1 Jahr)

Frankfurt am Main und Umgebung, Deutschland

### GAULY

Working Student

August 2015 - Juli 2016 (1 Jahr)

Frankfurt am Main

- Daily media monitoring for companies from diverse sectors
- Qualitative media analysis

### Zeppelin Universität, Friedrichshafen

Research Assistant

Oktober 2013 - August 2015 (1 Jahr 11 Monate)

- Conducted and evaluated quantitative and qualitative research methods

- Interpreted and summarized results in interim and final reports

## GAULY

Intern as Strategic Communications Consultant

März 2015 - Mai 2015 (3 Monate)

- Corporate communications (media analyses, media trainings)
- Investor relations and financial communications (preparedness statements)
- Pro bono/funding projects
- Public affairs and network communications

## Burson-Marsteller

Corporate Communications Intern (Technology, Automotive and Aviation)

Juni 2014 - August 2014 (3 Monate)

Frankfurt am Main

- Corporate communications (media monitoring, media researches and analyses)
- Crisis communication and issues management
- Public affairs

## Goethe-Institut e.V.

Intern Cultural Projects and Public Relations

Januar 2012 - März 2012 (3 Monate)

- Public Relations (press releases, blog, presentations)
- Event- and Projectmanagement (research, concepts)
- External Correspondence (cooperation partners, artists and speakers)

## Kulturamt der Stadt Frankfurt

Intern Projects and Public Relations

Februar 2011 - April 2011 (3 Monate)

Frankfurt am Main

- Assistance with Annual Report (writing and editing)
- Research, analysis, distribution and external correspondence (republication of museums booklet)
- strategic communications and marketing (concept for tourist attraction)

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## Ausbildung

Zeppelin University, Friedrichshafen  
Master of Arts (M.A.), Communication and Cultural  
Management · (2013 - 2016)

Johann Wolfgang Goethe-Universität Frankfurt am Main  
Bachelor of Arts (B.A.), Kulturanthropologie und  
Politikwissenschaft · (2010 - 2013)