

Contact

www.linkedin.com/in/vera-schmies
(LinkedIn)

Top Skills

Illustrator

InDesign

After Effects

Languages

German (Native or Bilingual)

English (Full Professional)

Spanish (Limited Working)

Swedish (Elementary)

Publications

Online News And Social Media: A
Revolutionary Shift? - An Analysis Of
Current News Consumption Patterns
And Audience Perception

Vera Schmies

Social Media & Content Lead at thjnk Düsseldorf | PR Report
#30u30 2019

Cologne

Experience

thjnk

Social Media & Content Lead

July 2020 - Present (1 year 9 months)

Düsseldorf

BOBBY&CARL GmbH

2 years 7 months

Social Media & Content Lead

December 2019 - July 2020 (8 months)

Düsseldorf

Social Media Manager

January 2019 - December 2019 (1 year)

Düsseldorf

Junior Social Media Manager

January 2018 - January 2019 (1 year 1 month)

Düsseldorf, Nordrhein-Westfalen, Deutschland

ADENION GmbH

Online PR, Content Marketing & Social Media

October 2016 - January 2018 (1 year 4 months)

Grevenbroich

WDR

Editorial intern - creative documentaries

February 2015 - June 2015 (5 months)

Cologne, Germany

Intern editorial department for creative documentaries.

- Participation in project development meetings with movie-makers and producers, as well as participation in meetings of the editorial staff and in programming sessions, assistance in editorial and technical final inspections

- Press relations: Writing and online-distribution of press releases and award reports, processing of imagery for publishing and press purposes, generating newsletters for e-mail distribution announcing current programming
- Organisation and planning of monthly cinema event "DokWerkstatt", researching and contacting of the selected target group and other multipliers, as well as draft and distribution of invitation (online/offline)
- Online content production: Writing movie reviews as well as planning and implementation of interviews with filmmakers, directors and producers for the department's website (recording, editing, cut)
- Copy editing of movie proposals and personal recommendation in editorial meetings
- Renovation and maintenance of website and analysis of online-statistics, web-performance and audience ratings
- Background research, foreign-language communications with audiences and office assistance

ZDF

Editorial intern - fiction series & feature-length movies

July 2014 - September 2014 (3 months)

Mainz, Germany

Intern editorial department for fiction series and feature-length movies.

- Participation in editorial staff meetings and brainstormings for online campaigns
- Research and drafting of articles for the press booklet/kit respective to the 20 year anniversary of the series "Ein starkes Team"
- Assessment of movies in different stages (samples, rough cut, music layouts)
- Captions on imagery for press releases or galleries
- Competitor analysis, writing of movie reviews and maintenance of quota calculations through excel

- Participation in cost-calculation-meetings and meetings with screenplay writers, technical final inspections, set visits
- copy editing of screenplays and writing of rejection letters

Education

Örebro University

Master of Arts (M.A.) Journalism Connected, Communication and Media Studies · (2015 - 2016)

University of Cologne

Bachelor of Arts (B.A.), Communication and Media Studies · (2011 - 2015)

Universidad de Zaragoza

Erasmus Stipendium, Journalismus (BA) · (2013 - 2014)

Cranberry Area Junior/Senior High School

Foreign Exchange Student · (2007 - 2008)