

## Coordonnées

[www.linkedin.com/in/katrynanolan](https://www.linkedin.com/in/katrynanolan)  
(LinkedIn)

## Principales compétences

English  
Press Releases  
Marketing Communications

## Languages

German (Native or Bilingual)  
English (Native or Bilingual)  
French (Professional Working)  
Spanish (Limited Working)

## Certifications

WHU Executive Education  
Certificate - Brand Management  
Essentials  
Communication Manager (depak)

# Katryna Nolan

Communications & Brand at Picus Capital | #30u30 PR Report  
Munich

## Résumé

I am responsible for the global and strategic communications at Picus Capital. Picus Capital is an early-stage technology investment firm with offices in Munich, New York, Berlin, London and Beijing.

Feel free to reach out regarding #VC #startups #PR

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## Expérience

Picus Capital  
Senior Communications Manager  
novembre 2020 - Present (1 an 5 mois)  
Munich, Bavaria, Germany

I am responsible for branding and communications at Picus globally.

Picus Capital is an international, privately financed venture capital company headquartered in Munich and with offices in New York, Berlin, London and Beijing. We predominantly invest in pre-seed, seed and Series A rounds and focus on technology companies in the real estate, finance and insurance, HR, renewable energy, mobility, e-commerce and healthcare sectors. As an entrepreneurial sparring partner, we pursue a long-term investment philosophy and support founders from the ideation phase to the IPO and beyond.

Oliver Wyman  
2 ans 10 mois  
Communications Associate  
janvier 2020 - octobre 2020 (10 mois)  
Munich Area, Germany

Communications Coordinator  
janvier 2018 - décembre 2019 (2 ans)  
Munich Area, Germany

- PR campaigns for various practice groups (Automotive, Financial Services, Retail, Energy) for tier 1 press

- Social Media campaigns (supporting PR, external client events and corporate events) on LinkedIn & Twitter
- Event organization and marketing at industry events, network events and media cooperations

#### consense communications gmbh (GPRA)

##### Public Relations Trainee

août 2015 - août 2016 (1 an 1 mois)

- Writing texts for B2B clients in both English and German.
- Drafting and sending out press releases to targeted media, maintaining the contact database and following-up press releases.
- Writing newsletter texts, editing layout and pictures and sending out internal and external newsletters.
- Liaising with the client on a weekly basis, via e-mail, telephone and meetings.
- Liaising with the media: writing advertorials, booking of advertisements, and topic proposals to journalists.
- Creating of topical overviews of the clients' key media and proposed stories and features to the media.
- Assisting in planning and developing PR communication strategies.
- Analysing and collating media coverage and creating regular reports.
- Creating and presenting several PowerPoint slides at a new business pitch.
- Answering of queries from media planners and evaluation of media opportunities.
- Assisting in organising clients events.

#### Twenga

##### Marketing / Content Manager Assistant

avril 2014 - août 2014 (5 mois)

Région de Paris, France

- Effected daily pieces of writing on diverse products for Twenga Magazine using Wordpress. Significantly increased user traffic to Twenga's website and greatly enhanced my creative writing skills in French and English.
- Undertook Search Engine Marketing (SEM) with Google AdWords in liaison with the SEM team, improved visibility for Twenga Germany on Google.
- Prepared translations from French to German and from French to English and marketed the website for German and UK users.
- Promoted products compared on the website through community management on Facebook and increased Twenga's visibility to users.
- Made changes to the German Twenga catalogue rapidly in response to demands from the Customer support team and from consumer feedback.

## Agenda Paris & Agenda Pacific

### Press Assistant

septembre 2013 - mars 2014 (7 mois)

- Identified potential international candidates for Agenda's communication awards 2014 in Sydney. Contacted these via Email in French, German and English language and persuaded several to enter the competition.
- Updated Agenda's website with CMS program and marketed their Communications Awards through Emailing's via Mail Chimp.
- Compiled press coverage for clients, organised press trips, managed flight bookings for journalists and undertook various administrative tasks.

## Representation of the Free State of Bavaria at the European Union, Brussels

### Assistant

juin 2013 - juin 2013 (1 mois)

- Assisted a political adviser by conducting drafts for a weekly newsletter.
- Communicated current EU affairs to the Bavarian citizens via the letter.
- Attended parliamentary sessions and kept up to date with political news and presented these to the advisor on a daily basis.

## Centre of Applied Policy Research, Munich

### Research Assistant

juillet 2012 - août 2012 (2 mois)

- Led simulation games for students sponsored by the Bavarian State to learn about policy-making.
- Evaluated questionnaires afterwards in order to improve the processes.

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## Formation

### Sciences Po

Master's Degree, Communication · (2016 - 2018)

### The University of Manchester

Bachelor of Arts (Hons) Political Science and French (with Distinction in Spoken French) · (2011 - 2015)

### Isargymnasium, Munich

Abitur · (2009 - 2011)