

Kontakt

www.linkedin.com/in/alinaludwig
(LinkedIn)
www.amazon.de/dp/3648129937/
(Other)

Top-Kenntnisse

Brand Strategy
Strategic Planning
Influencer-Marketing

Languages

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

Certifications

DELFI Certificate (B1)

Honors-Awards

PR Report #30u30
Young Professional des Jahres
2017

Alina Ludwig

Managing Director bei ODALINE | Podcasterin "Influence!" | Autorin
Köln

Zusammenfassung

I am a passionate marketing strategist, a curious podcast host and struggling author. I like to listen to people and really understand what motivates and moves them. I love my job.

Berufserfahrung

ODALINE

1 Jahr 6 Monate

Managing Director

Januar 2022 - Present (3 Monate)

We are not another agency for you to manage, but your trusted advisors who understand the challenges of today's marketing and advertising. We build successful strategies based on audience-insights & real data.

Head of Strategy

Oktober 2020 - Dezember 2021 (1 Jahr 3 Monate)

Region Köln/Bonn

Influence! Der Podcast

Podcasterin

Mai 2019 - Present (2 Jahre 11 Monate)

Köln und Umgebung, Deutschland

Wer sind die Influencer unserer Zeit? Wie prägen sie unser Denken, Handeln und unsere Gesellschaft als Ganzes? Diesen Fragen gehe ich gemeinsam mit meinen Gästen nach. Seit 2019 sind Marketing Experten, Journalisten, Wissenschaftler und (natürlich) Influencer und Meinungsmacher regelmäßig im Influence! Podcast zu Gast, um unsere Kenntnisse über dieses bedeutende Feld zu erweitern.

SRH Berlin University of Applied Sciences

Dozentin

Oktober 2021 - Present (6 Monate)

FYPX

Creative Strategist

Februar 2021 - Present (1 Jahr 2 Monate)

FYPX ist Deutschlands erste TikTok One-Stop-Shop-Agentur: Wir verbinden Kreativität und Media für den Erfolg eurer Marken auf TikTok. Ein Joint Venture von ODALINE und Performance Media.

denkwerk

2 Jahre 8 Monate

Senior Strategic Planner

März 2020 - Oktober 2020 (8 Monate)

Köln, Nordrhein-Westfalen

Strategic Planner

März 2019 - Februar 2020 (1 Jahr)

Köln und Umgebung, Deutschland

Senior Social Creative

März 2018 - Februar 2019 (1 Jahr)

Köln und Umgebung, Deutschland

Weber Shandwick

3 Jahre 2 Monate

Senior Social Media Manager

April 2017 - Februar 2018 (11 Monate)

Köln und Umgebung, Deutschland

As Senior Social Media Manager I was part of the social media team at Weber Shandwick and responsible for the social presence of various clients in the DACH region.

- Developing and executing social media campaigns for various clients.
- Writing, editing, curating digital content that fits the brand and appeals to target consumers.
- Coordinating the creation of assets with the in-house content production teams.
- Developing and driving the "storytelling" approach into social media stories in the different channels.
- Developing and executing influencer campaigns and growing long-term influencer relations.
- Managing social communities on various channels for different clients.
- Managing and growing fan/follower numbers, reach, engagement in alignment with KPIs.

- Developing periodic social media reportings to track and measure performance.

Branches: Healthcare, Beauty, Entertainment, Food

Clients: Merck, Beiersdorf, Sony Pictures Home Entertainment, Manuka Health

Social Media Manager

Januar 2016 - März 2017 (1 Jahr 3 Monate)

Köln und Umgebung, Deutschland

As Social Media Manager I was part of the social media team at Weber Shandwick and responsible for the social presence of various clients in the DACH region.

- Developing and executing social media campaigns for various clients.
- Writing, editing, curating digital content that fits the brand and appeals to target consumers.
- Coordinating the creation of assets with the in-house content production teams.
- Developing and driving the “storytelling” approach into social media stories in the different channels.
- Developing and executing influencer campaigns and growing long-term influencer relations.
- Managing social communities on various channels for different clients.
- Managing and growing fan/follower numbers, reach, engagement in alignment with KPIs.
- Developing periodic social media reportings to track and measure performance.

Branches: Consumer Electronics, Healthcare, Beauty, Entertainment, Hardware, Food

Clients: Lenovo, Merck, Beiersdorf, Sony Pictures Home Entertainment, Stanley Black+Decker, Paulaner

Account Executive

Januar 2015 - Dezember 2015 (1 Jahr)

München

As Account Executive at Weber Shandwick I was responsible for the social media management and daily project management for various consumer marketing clients.

- Managing social communities on various channels for different clients.

- Developing digital content for social channels (owned and earned).
- Acting as key contact for agencies/media/journalists.
- Coordinating and optimising test sampling methods.
- Developing and executing co-operations and negotiating with partners.
- Processing periodic social media reportings.

Branches: Consumer Electronics, Entertainment, Food

Clients: Lenovo, mophie, Paramount, Paulaner

BMW Foundation Herbert Quandt

Project Assistant, International Relations

März 2014 - August 2014 (6 Monate)

- Event management and support at conferences and panel discussions, e.g. Munich Economic Summit, Inseldialoge, Ringvorlesung.
- Coordinating invitations and guest management.
- Responsible for curation and editing of the internal event data base.
- Team leader of working group "Internal Communication"
- Co-founding and contribution in the "Intern Initiative"

Amnesty International

Intern, Member Support

Oktober 2013 - Dezember 2013 (3 Monate)

München und Umgebung, Deutschland

- Coordination and ongoing support for members and contributors
- Membership registration
- Data management

Weber Shandwick

Intern, Consumer Marketing and Technology PR

März 2013 - August 2013 (6 Monate)

München

- Media relations
- Editorial writing
- Ongoing support for reportings
- Data administration
- Project management

Ausbildung

Universität Augsburg

Bachelor of Arts (B.A.), Media and Communication · (2010 - 2014)

Université Nice Sophia Antipolis

Information and Communication · (2012 - 2013)