

Kontakt

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Top-Kenntnisse

Corporate Communications
Internal Communications
Employer Branding

Languages

Danish (Elementary)
English (Full Professional)
Dutch (Elementary)

Helena Rauch

Corporate Communications Expert
München

Zusammenfassung

Communication is key.

Corporate Communications Expert with a focus on Internal Communications and Employer Branding. Experienced team leader with a passion for talent management.

Berufserfahrung

Allianz

Senior Communications Project Manager at GCORE
Oktober 2021 - Present (7 Monate)
München, Bayern, Deutschland

LHLK

4 Jahre 6 Monate

Deputy Managing Director Corporate Communications
Januar 2018 - September 2021 (3 Jahre 9 Monate)
München und Umgebung, Deutschland

Responsible for PR and marketing services, external and internal communications, incl. corporate reputation, CEO positioning, crisis, change communication, and Employer Branding / Team management of 8 people in Munich and Berlin and responsible for talent management / Developing PR strategies and supervising the implementation to enhance brand awareness / Consulting in the disciplines of change and crisis communication and manage implementation / Media trainings for CEOs and other company Spokespeople / Integrating digital channels to Corporate Communications accounts to enhance awareness / Internal: Development of strategy, new communication measures and processes to expand the agency; responsible for business development activities and the budgetary development

Senior Consultant

April 2017 - Dezember 2017 (9 Monate)
München, Bayern, Deutschland

Edelman.ergo

Senior Consultant

Dezember 2015 - März 2017 (1 Jahr 4 Monate)

München und Umgebung, Deutschland

Leading PR and marketing services, corporate communication, and product communications / Team management (technical leadership) of 5 people / Developing and implementing PR strategies / Consulting and implementation of measures / Designing and supervising press events, editorial visits, and fairs / Developing and implementing social media campaigns and media strategy / Managing key accounts and budget responsibility for large, public, and medium-sized companies and television channels / Responsible for business development activities

ergo Unternehmenskommunikation GmbH & Co. KG

Senior Consultant

Oktober 2014 - Dezember 2015 (1 Jahr 3 Monate)

Bite, A Global Marketing Services Agency

3 Jahre 3 Monate

Account Director

Oktober 2012 - September 2014 (2 Jahre)

Team management (technical leadership) of 7 people / Developing and implementing PR services, B2B communication and product communications / Implementing PR strategies and measures / Setting up and supporting (on-site) press events, editorial visits, and fairs / Implementing social media campaigns and media strategy / Managing key accounts and budget responsibility for large, and medium-sized companies / Supporting business development activities / Responsible for business development activities

Senior PR Consultant

Juli 2011 - September 2013 (2 Jahre 3 Monate)

Trademark PR (now Bite)

PR Consultant

Juli 2010 - Juni 2011 (1 Jahr)

Ausbildung

Heinrich-Heine-University Dusseldorf

Bachelor of Arts (B.A.), Studies of sociology, politics, communications and media · (2004 - 2007)

Københavns Universitet – Copenhagen
International Exchange, Studies of sociology, politics,
communications · (2007 - 2007)