

Kontakt

www.linkedin.com/in/manuela-kaiser-153643158 (LinkedIn)
twitter.com/KaiserinManuela
(Personal)

Top-Kenntnisse

Public Relations
Online Communications
Podcasting

Languages

Latein
Italienisch (Elementary)
Englisch (Full Professional)
Kroatisch (Elementary)

Certifications

Certified Public Relations Consultant
(DAPR)

Honors-Awards

Award for Special Commitment
Baden-Württemberg Scholarship
#30under30 PR-Talents 2018

Manuela Kaiser

Change Communications Industry 4.0 and Digitalization
Deutschland

Zusammenfassung

Certified Public Relations Consultant - 30under30 PR-Talents 2018

Berufserfahrung

Bosch

2 Jahre 9 Monate

Change Communications Manager Industry 4.0 and Digitalization
Januar 2022 - Present (3 Monate)
Gerlingen, Baden-Württemberg, Deutschland

PR-Manager

Juli 2019 - Januar 2022 (2 Jahre 7 Monate)

Reutlingen

<https://www.bosch-semiconductors.com/news/mighty-micro.html>

Eberspächer Gruppe GmbH & Co. KG

PR Officer

Juli 2017 - Juni 2019 (2 Jahre)

Esslingen, Baden-Württemberg, Deutschland

- Internal and External Communications; Social Media Management; Strategic Content Planning

Ansel & Möllers GmbH, PR-Agentur

Junior PR Consultant

Mai 2016 - Juni 2017 (1 Jahr 2 Monate)

Stuttgart und Umgebung, Deutschland

- External Communications for different Clients (Smart Home, Building Technologies, Sanitary, Architecture); Influencer Relations; Social Media; Marketing and Advertisement

SÜDWESTBANK AG

Public Relations Trainee

Mai 2015 - April 2016 (1 Jahr)

Stuttgart und Umgebung, Deutschland

Internal and External Communications (B2B & B2C); Financial Communications; Event Management; Advertorials; Sponsoring

ACE Auto Club Europa e. V.

Student Assistant Public Relations

November 2014 - April 2015 (6 Monate)

Stuttgart und Umgebung, Deutschland

Masterthesis and Internship

External Communications; Social Media; Online Communications

Carsten Schneider MdB

Student Research Assistant

Oktober 2011 - Dezember 2011 (3 Monate)

Erfurt und Umgebung, Deutschland

Thüringer Ministerium für Wirtschaft, Arbeit und Technologie

Intern Public Relations

August 2011 - Oktober 2011 (3 Monate)

Erfurt und Umgebung, Deutschland

Internship

Public Relations; Campaign Support for Thuringia Image Campaign "Das ist Thüringen"; Event Management

Ausbildung

Universität Hohenheim

Master of Science - MS, Empirical Communication Science · (2012 - 2015)

University of Adelaide

Media, Anthropology and Marketing · (2014 - 2014)

Universität Erfurt

Bachelor of Arts - BA, Public Policy & Communication Studies · (2009 - 2012)