

Kontakt

www.linkedin.com/in/giulia-bachmann (LinkedIn)

Top-Kenntnisse

Social Media

Social Networking

Public Relations

Languages

Spanish (Elementary)

German (Native or Bilingual)

Englisch (Native or Bilingual)

Französisch (Elementary)

Certifications

Rescue Diver

Working Out Loud Mentor

Honors-Awards

German Brand Award - Gold -
Industry Excellence in Branding

Giulia Bachmann

Sabbatical | #30u30 | Marketing & Communication, Merck Innovation Center | Group Science & Technology Office | #30xFriends
Deutschland

Zusammenfassung

--- Currently on a sabbatical to explore the world, learn from other cultures and support volunteering projects. ---

Check out my blog and Instagram if you are interested to hear about my experiences: www.diveintotheunknownblog.wordpress.com & www.instagram.com/dive.into.the.unknown

Passionate and experienced (digital) communicator, video game enthusiast, world traveler, diver, curious millennial in a corporate environment and event manager - always looking for new challenges. Interested in photography, cinematography, gamification, and zoology. I'm a proud Working Out Loud Mentor and regular circle member.

I love learning new things and adapting to new environments while staying true to my core values. I question everyone and everything and love when someone can answer those questions. I'm a rebel who listens to reason and will share my crazy ideas and knowledge with anyone.

My personal goals include: working abroad, travelling the world and learning about new cultures, making the world a better place through communication, collaboration and by showing (corporate) responsibility.

Berufserfahrung

Merck Group

4 Jahre 10 Monate

Marketing and Communication Expert

August 2020 - Present (1 Jahr 8 Monate)

Darmstadt, Hesse, Germany

Responsible for Marketing Communications and Event Management for various topics and teams in the Merck Innovation Center. Role limited for one year due to a maternity leave replacement - an amazing opportunity for me to develop new skills and experiences in a small team with great responsibility that rarely hires new employees.

Highlights include:

- Strategic Communications for our newest Innovation Field Bioelectronics, various Innovation Center Programs and for our Innovator Academy
- Creating, managing and promoting virtual events for the "Innovators' Club" series for external and internal target groups
- Creating and executing MarCom plans for Innovation Center teams and their services
- Executive Positioning on Social Media
- Regular tracking and reporting of our Marketing and Communication KPIs
- Creation of department-wide newsflash
- Managing our intranet pages and rooms

Manager Media Relations

Mai 2018 - August 2020 (2 Jahre 4 Monate)

Darmstadt, Hesse, Germany

Global spokesperson and social media manager for corporate responsibility topics, closely working with Corporate Affairs, Executive Communications and Global Health departments; managing multiple global internal/external stakeholders

- Responsible for global press releases, media outreach and the concept development, implementation, management, constant monitoring and reporting of social media campaigns.
- Strategic communication consulting for international teams and departments worldwide; especially for the set-up, development and management of digital channels and (content) marketing campaigns.
- Executive Positioning for a LinkedIn Influencer within the company

Junior Manager Social Media

Juni 2017 - Mai 2018 (1 Jahr)

Darmstadt, Hesse, Germany

Content creation and strategic communication consulting across multiple departments and teams worldwide.

- Created the concept, opened and managed the first corporate Instagram channel @merckgroup.

- Responsible for channel development, content creation and community management of 13 corporate social media channels. Including international channels LinkedIn "Merck Group", Twitter @merckgroup, Facebook @merckgroup, and regional German channels.

Arbeitgeberverband Chemie und verwandte Industrien für das Land Hessen e.V.

Trainee Communication

August 2015 - Juni 2017 (1 Jahr 11 Monate)

Wiesbaden und Umgebung, Deutschland

Interdisciplinary trainee program with responsibility for own projects. Highlights included project management of the full-year report as well as creation, procurement and set-up of new exhibition stand. Continuous development of social media channels and blog.

Trainings and projects in

- Media Law
- Crisis Communications in Social Media
- Employer Branding
- Recruitment Marketing

Frankfurter Rundschau GmbH

Work Experience in the economics department (Hospitantz in der Wirtschaftsredaktion)

Juli 2016 - August 2016 (2 Monate)

Frankfurt am Main und Umgebung, Deutschland

During my Traineeship at HessenChemie I was offered the chance to gain experience in the economics department of the national newspaper "Frankfurter Rundschau" while working there for six weeks.

Highlights:

- acquired knowledge of a journalist's daily routine
- researched topics, conducted interviews via telephone, wrote articles and short columns
- several of my articles were published
- wrote an article which was made "Topic of the Day" (main topic on the cover) and span across two whole pages (Pages 2 and 3)
- see "Media" for examples of published articles

Academic Concept

Freelancer for Communications & Event Management

Oktober 2012 - Juli 2015 (2 Jahre 10 Monate)

Mainz und Umgebung, Deutschland

- Researched, drafted and executed marketing and communications measures, e.g. advertisement through social networks, flyers and events for customer acquisition
- Assisted CEO at photo shooting events for undergraduates and applicants every two months to ensure awareness and popularity of Academic Concept, increasing the registration for those events by 200% and improving customer feedback

Seychelles Tourist Office

Executive Assistant to CEO

Oktober 2013 - Mai 2015 (1 Jahr 8 Monate)

Frankfurt am Main und Umgebung, Deutschland

While working for the Seychelles Tourists Office for Germany, Switzerland and Austria I have been a part of different projects with growing responsibilities.

Trade Fairs I have worked at while representing Seychelles:

- ITB Berlin
- CMT Stuttgart (Partner Country Seychelles in 2015)
- Hamburg Messe and Congress (Partner Country Seychelles in 2014)

Road Show with travel agency FTI, representing Seychelles as part of the destination "Indian Ocean"

Internship "Event- and Media Communications"

February 2014 - July 2014

focusing on event management, event communication and media communication; e.g. working with journalists (TV, radio and newspapers)

Ogilvy & Mather

Creative Department Intern

Juni 2011 - August 2011 (3 Monate)

- gained insight into the different parts and stages in the creation department as well as the recording studio, audio/video editing studio and TV production department

- helped develop ideas, research photo material and draft layouts for major clients operating in Germany and worldwide

Ausbildung

Hochschule RheinMain - University of Applied Sciences Wiesbaden
Bachelor's Degree, Media Management · (2011 - 2015)

Friedrich-Ebert-Gymnasium, Mühlheim am Main
High School · (2003 - 2011)