

Kontakt

www.linkedin.com/in/luisa-bisswanger-970172b1 (LinkedIn)

Top-Kenntnisse

Marketing

Social Media

Public Relations

Languages

Französisch (Limited Working)

Englisch (Professional Working)

Deutsch (Native or Bilingual)

Honors-Awards

Bachelor of Arts, with Honors

Promos Scholarship

Scholarship for Academic Excellence

Scholarship for a Summer School in China

Scholarship for a Summer School in China

Publications

Study: Strategy communication in the annual report

Communication Insights - How to Play the Game. Strategic Tools for managing corporate communications and creating value for your organization

Thought Leadership

M&A Acceptance Survey - A Stakeholder Perspective

Luisa Bisswanger

Senior Brand & Communication Manager P&G
Frankfurt/Rhein-Main

Berufserfahrung

Procter & Gamble

1 Jahr 10 Monate

Senior Brand & Communication Manager

Dezember 2021 - Present (4 Monate)

Schwalbach am Taunus, Hessen, Deutschland

Senior Manager Digital Ecosystem & Communication Beauty DACH

Oktober 2021 - Dezember 2021 (3 Monate)

Schwalbach am Taunus, Hessen, Deutschland

Manager Digital Ecosystem & Communication Beauty DACH

September 2021 - September 2021 (1 Monat)

Schwalbach am Taunus, Hessen, Deutschland

Communication Manager

Juli 2020 - September 2021 (1 Jahr 3 Monate)

Schwalbach am Taunus, Hessen, Deutschland

Spokesperson for corporate P&G DACH and beauty (Olay and Old Spice).

This includes strategy communication, executive positioning, online and social communication, media relations, brand communication, influencer relations as well as issues management.

Communication Associate Manager

Juni 2020 - Juni 2020 (1 Monat)

Schwalbach am Taunus, Hessen, Deutschland

HMKW Hochschule für Medien, Kommunikation und Wirtschaft

Part-time Lecturer

April 2021 - September 2021 (6 Monate)

Frankfurt am Main, Hessen, Deutschland

Seminar Media and Communication Management for Bachelor Students.

HERING SCHUPPENER

2 Jahre 5 Monate

Senior Associate

Januar 2020 - Mai 2020 (5 Monate)

Frankfurt am Main und Umgebung, Deutschland

Advised numerous domestic and international companies from a variety of sectors including DAX and MDAX companies, small and medium-sized firms as well as start-ups from sectors as diverse as software, retail and e-commerce, banking and financial services as well as automotive, biotech, energy and real estate.

As part of the capital markets team, responsibilities included both communications support in mission-critical situations such as public and private M&A transactions and IPOs as well as strategic positioning of companies as well as their executive and supervisory board.

Associate

Januar 2018 - Dezember 2019 (2 Jahre)

Frankfurt am Main und Umgebung, Deutschland

Universität Leipzig

Graduate Assistant (Value Creating Communication)

Januar 2016 - Juni 2017 (1 Jahr 6 Monate)

Leipzig und Umgebung, Deutschland

Based on the academic performance, selected to work as research graduate for the project "Value Creating Communication". To date, this has been the most comprehensive joint international project in the field of communication management funded by the Academic Society for Corporate Management & Communication (www.akademische-gesellschaft.com), an initiative of nearly 40 global companies with several German and Austrian universities. Supported the empirical study of communication managers in large companies preparing 10 personal interviews, analyzing the corporate and communication strategy of the surveyed companies as well as coding and evaluating the data. Additional conceptual work included the review and synthesis of the state of research on the value contribution of the communications department as well as editing the results for decision-making target groups.

The Boston Consulting Group (BCG)

Female Focus

April 2017 - April 2017 (1 Monat)

Paris und Umgebung, Frankreich

Selected to participate in a three day workshop with BCG in Paris with women from a variety of scientific backgrounds to learn about the principles of strategic consulting, discuss case studies from BCG's day-to-day client work and master a final presentation in front of an expert jury. Chosen to be included in EMERALDS, BCG's exclusive career program for strategy talents.

Deutsche Bank

Research and Transfer Project with Deutsche Bank AG

Oktober 2016 - Februar 2017 (5 Monate)

Research and transfer project in cooperation with Deutsche Bank on "strategic management of sponsoring in art, culture and sport" as part of the Master programme in communication management at University of Leipzig. The objective was to develop a concept for measuring the success and controlling the sponsoring activities of Deutsche Bank in art, culture and sport likewise. Presented the tailor-made control system with relevant KPIs for Deutsche Bank in the final session to the client.

HERING SCHUPPENER

Summer School

Mai 2016 - Mai 2016 (1 Monat)

Selected to participate in HSC's first summer school discussing strategic communications consultancy as well as real life case studies.

Universität Salzburg

10 Monate

Tutor (Media Law)

März 2015 - Juli 2015 (5 Monate)

Salzburg

Selected as tutor to support the lecture on media law. With 250 participants, the lecture is one of the largest courses in Bachelor program of communication science at University of Salzburg. Responsibilities included conducting regular teaching and training lessons independently with all 250 participants as well as preparing and documenting current media law cases and serving as first point of contact for questions from students.

Tutor (Public Relations and Corporate Communication)

Oktober 2014 - Februar 2015 (5 Monate)

Salzburg

Selected to support ongoing research projects in the field of corporate communications and PR using a combination of qualitative and quantitative research methods producing new findings to stimulate the academic discourse.

Porsche Holding Gmbh

Intern Marketing

Januar 2015 - Juni 2015 (6 Monate)

Salzburg

Hosting the social media channels, created a new Digital Business Reports and supported ongoing marketing campaigns and activities. Besides answering B2B and B2C requests, one of the highlights was the creative writing I was trusted to do for advertisements and displays.

Universität Salzburg

10 Monate

Tutor (Basic Techniques of Scientific Working)

März 2014 - Juli 2014 (5 Monate)

Salzburg

Selected as tutor to conduct learning units independently for all new Bachelor students of communication science. Supervised and corrected numerous exercises and hosted the online learning platform.

Tutor (Research of communication professions)

März 2014 - Juli 2014 (5 Monate)

Salzburg

Selected as tutor for one of the most important and most attended courses of the Bachelor's study of communication science at University of Salzburg. Responsibilities included to regular conduct 90-minute exercise units independently and corrected different assignments the students had to hand in. Another highlight was the moderation of a large panel discussion on the topic of career entry and the professional experience of graduates.

Tutor (Basic Techniques of Scientific Working)

Oktober 2013 - Februar 2014 (5 Monate)

Salzburg

Selected as tutor to conduct learning units independently for all new Bachelor students of communication science. Supervised and corrected numerous exercises and hosted the online learning platform.

Red Bull

Intern Product Management and Marketing

Oktober 2013 - Februar 2014 (5 Monate)

Salzburg

Internship at the interface of Marketing and Product Management at Red Bull supporting the development of their first street wear collection as well as numerous merchandise items. Contributed to several marketing campaigns, content management as well as the relaunch of the online shop and the related A/B-Testing. Planning and execution of product shootings were another responsibility of mine.

Emanate PR

Intern PR and Marketing

Juli 2013 - September 2013 (3 Monate)

Munich

Pursued external communication projects for several international clients and organized events such as the „Bavarian nutrition days“.

Universität Salzburg

Tutor (Communication Theories II)

März 2013 - Juli 2013 (5 Monate)

Salzburg

Selected as tutor due to an excellent academic performance in communication science. This course is one of the compulsory courses in the orientation phase of the Bachelor's program at University of Salzburg and teaches basic theories of communication science and social sciences. Responsibilities included the independent practical teaching of the theories in a seminar group of about 50 participants as well as the discussion and correction of various communication assignments.

Qu-int

1 Jahr 1 Monat

Freelancer Advertising Agency

Oktober 2007 - August 2008 (11 Monate)

Development of concepts and ideas as well as creative writing for websites and merchandise material.

Intern Advertising Agency

August 2007 - September 2007 (2 Monate)

Freiburg

Ausbildung

Universität Leipzig

Master of Arts (M.A.), Communication Management · (2015 - 2017)

Ohio University

Summer School · (2016 - 2016)

Universität Salzburg

Bachelor's degree, Communication Science · (2011 - 2015)

北京大学

Summer School · (2014 - 2014)

复旦大学

Summer School · (2014 - 2014)