

## Contact

[www.linkedin.com/in/joana-kornblum-a17176b6](https://www.linkedin.com/in/joana-kornblum-a17176b6) (LinkedIn)

## Top Skills

Microsoft Office  
Social Media  
Marketing

## Languages

English (Native or Bilingual)  
German (Native or Bilingual)  
French (Limited Working)  
Mandarin (Elementary)

## Certifications

Negotiation Skills: Negotiate and Resolve Conflict  
Certified Digital Strategist  
Risk governance: Engage the board  
Specialization "Influencing: Storytelling, Change Management and Governance"  
Storytelling and influencing: Communicate with impact

# Joana Kornblum

Content creator at SCHOTT | #30u30 PR Report 2021 | Passionate about stories in the health & well-being field

Mainz

## Summary

Health has taken on a central role in today's society. As such, innovations in the pharma, medical and diagnostics industry are gaining more and more attention. While the individual innovations might look very different, there is one thing that connects many of them: specialty glass. This highly technical and versatile material comes in various shapes and sizes, ensuring that medications are kept safe and enabling reproducible diagnostic results and precise medical treatments.

My role as a communications manager allows me to take these fascinating stories and giving them the right twist to create buzz around glass. You'll be surprised at the impact glass can have on the healthcare industry. Curious to find out more? Let's connect and discover the endless capabilities of specialty glass.

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## Experience

### SCHOTT

4 years 8 months

Corporate Communications Manager  
January 2021 - Present (1 year 3 months)  
Mainz, Rhineland-Palatinate, Germany

PR & Communication Professional  
June 2020 - December 2020 (7 months)  
Mainz, Rhineland-Palatinate, Germany

PR & Communication Junior Manager  
August 2017 - May 2020 (2 years 10 months)  
Mainz, Rhineland-Palatinate, Germany

PR & Communication Junior Manager  
August 2019 - October 2019 (3 months)  
Shanghai, China

FleishmanHillard  
Assistant Account Executive  
September 2016 - August 2017 (1 year)  
Frankfurt am Main, Hesse, Germany

FleishmanHillard  
Intern  
July 2015 - September 2015 (3 months)  
Frankfurt am Main, Hesse, Germany

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## Education

Cardiff University / Prifysgol Caerdydd  
Bachelor's Degree, Journalism, Media and Cultural Studies · (2013 - 2016)

German Swiss International School, Hong Kong  
High School · (2002 - 2013)