

Kontakt

www.linkedin.com/in/tobias-fischer-511548b2 (LinkedIn)

Top-Kenntnisse

Public Relations
Eventmanagement
Social Media

Languages

German (Native or Bilingual)
English (Full Professional)
French (Professional Working)
Swedish (Elementary)

Honors-Awards

Bronze badge of honor (Sports)
Fellowship/Scholarship Göteborg
Performance-Based Fellowship
Salzburg
30u30 PR Report

Tobias Fischer

Comms Manager at Warner Bros. | 30u30 PR Report 2018
Hamburg

Zusammenfassung

Experienced communicator with a background in the hospitality and entertainment industry. Skilled in public relations, event production, corporate comms, influencer collabs and proficient in German, English, and French. Global PR & marketing communications experience due to a Master of Arts in International Public Relations from LMU Munich and work experience in Europe and the US.

Berufserfahrung

Warner Bros. Entertainment
Communications Coordinator
September 2021 - Present (7 Monate)
Corporate Comms
Event Production (Internal & External)
Publicity

consense communications gmbh (GPRA)
Senior Public Relations Account Executive
Januar 2021 - August 2021 (8 Monate)
Munich, Bavaria, Germany

- Concept development and communication consulting for (inter)national clients in the B2B and B2C sector including Amazon GAS
- Implemented cross-medial as well as change communication strategies for external and internal communication departments
- Conceptualized and produced internal and external events including (hybrid) townhalls and Diversity Days for Amazon
- Established C-Level strategies to improve inbound marketing via media placements and Social Media
- Copywriting for and storytelling via various communication channels including Social Media, press releases, blog posts, newsletters, and more
- Established media relations to create media opportunities for a variety of clients

Punch Media PR

PR Account Executive

April 2019 - November 2020 (1 Jahr 8 Monate)

Philadelphia, Pennsylvania

- Created regional and national media opportunities for hospitality and lifestyle clients
- Social Media Management and Advertising for multiple restaurants, bars, and hotels
- Created relationships and branding opportunities with social influencers
- Produced client events to communicate clients' values and product offerings
- Built and managed relationships with key national and regional business, F&B, lifestyle, and consumer media including Philadelphia Magazine, Esquire, and Vogue
- Planned and executed lifestyle photo shoots

Christmas Village in Philadelphia

PR & Social Media Manager

August 2016 - Februar 2019 (2 Jahre 7 Monate)

Greater Philadelphia Area

- Produced and managed one of the largest Christmas markets in the country
- Increased earned and paid media by 25% through press work, advertising, and press events
- Prepared and pitched press material to media and secured mentions in more than 300 TV, media, and radio hits (CBS, NBC) together with local agency
- Represented the event as spokesperson in on-site & in-studio interviews (NBC, CBS, PHL17, etc.)
- Produced media/blogger events to increase online coverage and improve media relations
- Implemented a social media posting plan, placed social media ads and produced content which resulted in a fanbase growth of more than 100% on FB and 180% on IG
- Strategic media buys (ie. cover of Where Mag) to reach and engage with key audiences

BMW Group

Business Project Manager

April 2018 - Juli 2018 (4 Monate)

Munich Area, Germany

- Implemented a marketing product portfolio for all BMW Big Data and AI services

- Created brand, logo, and CI standards for the big data, ML, and AI department
- Produced IT-related events like Hackathons
- Implemented internal and external comms strategies ft. newsletters, intranet redesigns, and video productions
- Supported the general business project management in terms of contract management, bids, recruiting, and PMOs

ProSiebenSat.1 Media SE

Event Assistant

Juni 2015 - August 2015 (3 Monate)

Munich Area, Germany

- Successfully produced different events for one of Europe's biggest TV stations, from internal company events with more than 2,000 employees to show related events incl. the final of Germany's Next Topmodel with more than 20,000 visitors
- Created and monitored partner and supplier relations
- Booked and worked with celebrities and top athletes at the different events

Porter Novelli

Public Relations Intern and Student Employee

Juli 2014 - April 2015 (10 Monate)

Munich

- Successfully created press materials and pitched more than 35 HP/SanDisk devices to media outlets, bloggers, and testing magazines to generate positive reviews
- Produced different roadshow events with tech journalists to increase coverage of new Hewlett-Packard and SanDisk devices
- Implemented social media plans and postings/ads to increase number of followers, engagement rates, and brand exposure
- Created different communication campaigns to advertise new products (HP in concert)
- EMEA Clipping Report Lead

Ausbildung

Ludwig-Maximilians Universität München

Master of Arts (M.A.), International Public Relations · (2015 - 2017)

Universität Salzburg

Bachelor of Arts (B.A.), Communication and Media Science · (2011 - 2015)

University of Gothenburg

Bachelor of Arts (B.A.), Journalistik, Medier och
Kommunikation · (2013 - 2014)