

## Kontakt

[www.linkedin.com/in/jana-brockhaus-343836116](https://www.linkedin.com/in/jana-brockhaus-343836116) (LinkedIn)

## Top-Kenntnisse

Strategic Communication  
Corporate Communications  
Public Relations

## Languages

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

## Certifications

Leadership Development Experience  
Compact radio training

## Honors-Awards

Der Internationale Deutsche PR-Preis, DPRG JuniorAWARD, 1. Platz

## Publications

Diversität im Aufsichtsrat - TecDAX als Vorreiter?  
Fast and flexible. Corporate Communications in agile organizations

# Jana Brockhaus

Research Associate in Strategic Communication and Doctoral Candidate at Leipzig University | #30u30 Crew 2021  
Leipzig

## Berufserfahrung

Leipzig University  
Research Associate in Strategic Communication and Doctoral Candidate  
Oktober 2020 - Present (1 Jahr 6 Monate)  
Leipzig, Saxony, Germany

Akademische Gesellschaft für Unternehmensführung & Kommunikation  
Communication Manager  
April 2020 - Dezember 2021 (1 Jahr 9 Monate)  
Leipzig, Saxony

Academic Society for Management & Communication  
Research Assistant: Strategic Communication  
November 2017 - Februar 2020 (2 Jahre 4 Monate)  
Leipzig Area, Germany

Research program: Value Creating Communication, Agility in Corporate Communications

Lund University  
Guest Researcher: Department of Strategic Communication  
April 2019 - Juni 2019 (3 Monate)  
Helsingborg, Schweden

Getting insights into various facets of research in strategic communication (e.g. disinformation, public diplomacy, internal communications, place branding); Authoring a paper about corporate ambassadors for the EUPRERA Conference 2019; Development of a user's guide to countering disinformation on behalf of Twitter; Assisting in master's courses

LVM Versicherung Münster  
Student Employee: Communication department  
März 2016 - Februar 2017 (1 Jahr)  
Münster und Umgebung, Deutschland

Press and public relations, Media monitoring and analysis, Internal communications

### Volkswagen AG

Marketing Intern: Brand Management and Marketing Communication  
September 2015 - Februar 2016 (6 Monate)

Evaluation of marketing costs on a global scale; Analysis of consumer perception and purchase consideration in times of a crisis; Management support and roll out of Global Media Agency Pitch; Support of regional Media Pitch Presentations in Europe, Americas and Asia Pacific

### LVM Versicherung Münster

Student Employee: Communication department  
Juni 2014 - August 2015 (1 Jahr 3 Monate)

Press and public relations, Media monitoring and analysis, Internal communications

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## Ausbildung

### Leipzig University

Master of Arts - MA, Communication Management · (2017 - 2020)

### Hong Kong Baptist University

Master of Arts - MA (Capstone Class), Communication  
Management · (2018 - 2018)

### Westfälische Wilhelms-Universität Münster

Bachelor of Arts (B.A.), Communication Sciences, General · (2013 - 2017)

### Bullard High School

· (2010 - 2010)