

## Kontakt

[www.linkedin.com/in/tanja-arweck](https://www.linkedin.com/in/tanja-arweck)  
(LinkedIn)

## Top-Kenntnisse

Projektmanagement  
Unternehmenskommunikation  
Interne Kommunikation

## Languages

Deutsch (Native or Bilingual)  
Englisch (Full Professional)  
Spanisch (Full Professional)  
Französisch (Limited Working)  
Italienisch (Elementary)

# Tanja Arweck

Head of Channel Management bei HypoVereinsbank - UniCredit -  
Deutschland  
München

## Zusammenfassung

Passionate about communications and PR. Finance, digitalization and tech. Part of HypoVereinsbank - UniCredit Bank AG. Curious Person. Twitter: TDeutschenbaur.

The content and comments on this profile are my own and do not represent UniCredit's positions, strategies or opinions.

---

## Berufserfahrung

HypoVereinsbank - UniCredit - Deutschland

1 Jahr 9 Monate

Head of Channel Management / Identity & Communications  
November 2020 - Present (1 Jahr 6 Monate)

München

Through targeted communication both internally (employee communications) and externally (including press relations and social media), HypoVereinsbank's newsroom strengthens the bank's reputation and supports the various business units in their growth objectives. As the interface between the various communications target groups and the bank, the Communications department advises the Management Board and the bank's top management.

Channel management is responsible for creating communications for the bank's channels in a professional and creative way. We also take care of strategically developing the channels and formats. In doing so, we always keep an eye on developments in the market.

Internal and Online Communication Expert

August 2020 - November 2020 (4 Monate)

München, Bayern, Deutschland

Porsche AG

7 Jahre 11 Monate

Team Lead Topic Management

Februar 2020 - Juli 2020 (6 Monate)

Zuffenhausen

### Press Spokesperson Finance and IT

September 2017 - Juli 2020 (2 Jahre 11 Monate)

Zuffenhausen

- Spokesperson for finance topics, IT and the digital area and entities
- Responsible for communications of CFO/deputy chairman of the Executive Board, management of all external and internal appearances and speechwriter
- Managing press conferences and media events; interviews with management in the finance, IT and digital area
- Social Media strategy and management for digital entities
- Positioning of experts in the field of digitalization and innovation
- Investor Relations

### PR Specialist Communications

Februar 2016 - August 2017 (1 Jahr 7 Monate)

- Topic Management for internal and external integrated communications
- Introduction of the newsdesk model to Porsche
- Short and longterm/strategic planning of all communication activities at Porsche

### PR Specialist Corporate Communications

Juli 2015 - Januar 2016 (7 Monate)

Stuttgart und Umgebung, Deutschland

- Topic Management for internal and external integrated communications
- Short and longterm/strategic planning of corporate communication activities at Porsche

### PR Specialist Internal Communications

Februar 2015 - Juli 2015 (6 Monate)

Stuttgart und Umgebung, Deutschland

- Internal management communications, e.g. responsibility for contents of the annual management conference
- Strategy communications

### Support Finance and Taxes

September 2012 - Januar 2015 (2 Jahre 5 Monate)

Stuttgart

fischerAppelt

PR consulting

Juli 2013 - Oktober 2013 (4 Monate)

München

Thomas Cook Group

Corporate Communications

Juli 2011 - Oktober 2011 (4 Monate)

Frankfurt am Main

Radio Q

Editorial office

April 2010 - Juli 2010 (4 Monate)

Münster

Fraunhofer ESK

Corporate Communications

Februar 2010 - März 2010 (2 Monate)

München

---

## Ausbildung

Universität Hohenheim

Master of Science (M.Sc.), Kommunikationsmanagement · (2012 - 2014)

Westfälische Wilhelms-Universität Münster

Bachelor of Arts (B.A.), Kommunikationswissenschaft · (2009 - 2012)

Universidad de Málaga

Publicidad y Relaciones Públicas/Werbung und Public

Relations · (2010 - 2011)