

## Kontakt

[www.linkedin.com/in/assana-maria-jensen-530b9913a](https://www.linkedin.com/in/assana-maria-jensen-530b9913a) (LinkedIn)

## Top-Kenntnisse

PR

Corporate Communications

Project Management

## Languages

Französisch (Elementary)

Spanisch (Professional Working)

Englisch (Full Professional)

Deutsch (Native or Bilingual)

## Honors-Awards

Finalist of the German International Junior PR Award

30u30 Crew 2018

# Assana Maria Jensen

Brand Manager Grenade

Hamburg und Umgebung

## Zusammenfassung

Into sports and nutrition. I do my best work in the morning or late at night. Afternoon only works with a good coffee. Or two.

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## Berufserfahrung

Columbus Drinks GmbH

Brand Manager Grenade

Januar 2021 - Present (1 Jahr 3 Monate)

- Market Entry of Grenade Germany
- Portfolio Expansion
- Branch Management and Extension
- Legal Trademark Protection

Havas Hamburg

Team Lead PR

Juli 2019 - Januar 2021 (1 Jahr 7 Monate)

- Team Lead PR
- Account Lead BVG, RaboDirect Germany, Reckitt Benckiser, Guinness World Records (DACH Region)
- Main contact for vocational training, trainees and interns
- Member of New Business Team
- Focus: Corporate Communication, Crisis Communication, Stakeholder Management, Sport Event

Havas PR Germany

1 Jahr 6 Monate

Consultant

Januar 2018 - Juni 2019 (1 Jahr 6 Monate)

- Account Lead RaboDirect Germany, Guinness World Records (DACH Region)
- Main contact for vocational training, trainees and interns
- Member of New Business Team

Junior Consultant

Januar 2018 - Dezember 2018 (1 Jahr)

Hamburg

## Havas PR Germany

Trainee

April 2016 - Dezember 2016 (9 Monate)

Hamburg und Umgebung, Deutschland

Successful completion of a nine-month PR traineeship. This included the consolidation of skills such as development and implementation of new strategies and crossmedial PR concepts for national and international customers, project coordination, expansion of media relations, acquisition of new business partners, development of press material, insights into leadership and recruiting as well as billing and controlling processes etc.

The traineeship was reduced from 12 to 9 months by mutual consent and a promotion as a junior consultant settled.

## Heine PR

PR Assistant

Dezember 2015 - März 2016 (4 Monate)

Hamburg und Umgebung, Deutschland

PR Assistant for Facebook and Instagram, focusing on introduction and implementation of Facebook's advertising products in the DACH region, including the organization of speaking opportunities, content creation, extension of media relations incl. organization of media roundtables etc.

## a+o PR agency

Intern at Digital Team

September 2014 - Dezember 2014 (4 Monate)

Hamburg und Umgebung, Deutschland

Intern at the agency's digital team working for Google and YouTube. Main responsibilities included project support e.g. planning and coordination of YouTube influencer events, product launches (e.g. Google Chromecast, Nexus 6) in the DACH region, daily reportings, planning and coordination of interviews etc.

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## Ausbildung

Universitat de Barcelona

Bachelor of Arts (B.A.), Politikwissenschaft · (2013 - 2014)

Universität Hamburg

Bachelor of Arts (B.A.), Politikwissenschaft · (2011 - 2013)