

Kontakt

www.linkedin.com/in/carolinbieller
(LinkedIn)

Top-Kenntnisse

Digitale Medien
Online-Marketing
Grafikdesign

Certifications

Certificate: Sendible Social Media
Platform

Carolin Bieller

HR Marketing & Social Media Lead Germany @ Computacenter
Frankfurt

Zusammenfassung

It's all about the C's: Communication, Content, Creation, Creativity, Collaboration & Cooperation. As a social media and marketing manager I'm working on the C's everyday - currently at Computacenter. Can't be a coincidence, can it? :-)

Berufserfahrung

Computacenter

2 Jahre 10 Monate

HR Marketing & Social Media Lead Germany

Januar 2022 - Present (4 Monate)

Frankfurt, Hessen, Deutschland

Communications & Social Media Manager

Juli 2019 - Dezember 2021 (2 Jahre 6 Monate)

Frankfurt am Main und Umgebung, Deutschland

SOCIAL MEDIA

- Responsibility and main contact for the Social Media Strategy in Germany
- Responsibility for content and activities: organic and paid media
- Positioning Computacenter regarding business topics, employer brand and recruiting activities in the market and within the different target groups
- Social Media Trainings & Influencer/Ambassador Program

HR MARKETING & EMPLOYER BRANDING

- Marketing and communications around recruiting and employer branding activities
- Internal and external coms, public relations

Daimler AG

2 Jahre 3 Monate

Masterthesis: Global Business Communications Mercedes-Benz Cars

März 2018 - Januar 2019 (11 Monate)

Masterthesis about Strategic Innovation Communication: An Analysis regarding Media Relations on the example of 'Industry 4.0 und Digital Transformation' at the Daimler AG

Working student: Global Business Communications Mercedes-Benz Cars

November 2016 - März 2018 (1 Jahr 5 Monate)

Untertürkheim

Daimler AG

Internship: Corporate Communications and Event Management Daimler Trucks

Mai 2016 - September 2016 (5 Monate)

Wörth

hsag Heidelberger Services AG

Working student: Online-Marketing and New Media

September 2015 - November 2015 (3 Monate)

Walldorf

Commha Consulting GmbH & Co. KG

1 Jahr 2 Monate

Working student for internal and external communications

August 2014 - August 2015 (1 Jahr 1 Monat)

Heidelberg und Umgebung, Deutschland

Intern for internal and external communications

Juli 2014 - August 2014 (2 Monate)

Heidelberg und Umgebung, Deutschland

Rhein-Neckar-Zeitung

Internship at editorial department and graphics design

Oktober 2009 - Oktober 2009 (1 Monat)

Heidelberg und Umgebung, Deutschland

Ausbildung

Universität Hohenheim

Master of Arts (M.A.), Kommunikationsmanagement, 1,2 · (2016 - 2018)

Universität Mannheim

Bachelor of Arts (B.A.), Medien- und
Kommunikationswissenschaft · (2012 - 2016)

Hebel-Gymnasium Schwetzingen
Abitur · (2004 - 2012)

Karl-Friedrich-Schimper-Realschule
· (2003 - 2004)