

## Contact

[www.linkedin.com/in/paula-auksutat](https://www.linkedin.com/in/paula-auksutat) (LinkedIn)

## Top Skills

Unternehmenskommunikation  
Employee Engagement  
Diversity & Inclusion

## Certifications

Microsoft Teams Essential Training  
Accessibility in Action  
Microsoft Global Hackathon 2021  
Creating a Positive Customer Experience  
Confronting Bias: Thriving Across Our Differences

# Paula Auksutat

Communications Managerin @ Microsoft Deutschland GmbH | PR  
Report #30u30 2020  
Munich

## Summary

Creative and highly motivated communication young professional with growth mindset.

My key focus is to gain insights into emerging technologies and trends, strategic communication, and D&I.

As Communications Manager Employee Engagement at Microsoft Germany I am involved in projects in the areas of change communication, employee-generated content, social media, diversity & inclusion and social collaboration.

I also advocate inclusive and gender-sensitive language.

Co-Host @ comprimiert Podcast

Author and speaker at Hessischer Rundfunk for the format "Kirche in YOU FM".

I genuinely enjoy exploring new topics and am constantly looking forward to new challenges. An efficient organization and strategic approach characterize my work and me.

With my degree in "Communication Management" at the University of Leipzig, I was able to develop professionally a focus in the areas of strategic communication, communication controlling and digital media. Through my work experience, I was able to gain diverse experience in the comprehensive planning and successful implementation of specific PR activities alongside my academic studies.

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## Experience

Microsoft

1 year 10 months

Communications Managerin Employee Engagement  
October 2021 - Present (6 months)

München, Bayern, Deutschland

### Trainee Employee Engagement

June 2020 - October 2021 (1 year 5 months)

München und Umgebung, Deutschland

Projects in the areas of change communication, employee-generated content, and social collaboration.

### Hessischer Rundfunk

Writer and Speaker

September 2017 - Present (4 years 7 months)

Frankfurt am Main und Umgebung, Deutschland

Developed and realized a new radio report format for YOU FM „songcheck“. Editorial work and speaker.

### Microsoft

1 year 1 month

Communications Working Student

September 2019 - March 2020 (7 months)

Berlin und Umgebung, Deutschland

Working Student PR & Communications

### Communications Intern

March 2019 - August 2019 (6 months)

München und Umgebung, Deutschland

Internal and external communication focusing on Data & AI and educational topics.

### Leipziger Public Relations Studenten e.V. (LPRS)

Vice Chairwoman

May 2018 - May 2019 (1 year 1 month)

Leipzig und Umgebung, Deutschland

Member of the executive board, head of events

### Beauty Hills

2 years 2 months

PR-Assistent

April 2017 - March 2019 (2 years)

Hattersheim

Communication strategy, public relations and media relations, content management and SEO

#### Public Relations Intern

February 2017 - April 2017 (3 months)

Frankfurt am Main und Umgebung, Deutschland

Start-up Communication: Developed and implemented a social media strategy

#### radioaktiv - Campusradio Rhein-Neckar e.V.

Editor, Presenter and Head of the training department

September 2013 - October 2017 (4 years 2 months)

Mannheim und Umgebung, Deutschland

Head of the training department, recruiting, organizing workshops, editorial work, producing and hosting radio shows.

#### Universität Leipzig

Research Assistant

January 2017 - April 2017 (4 months)

Leipzig und Umgebung, Deutschland

Working for Prof. Dr. (em.) Günter Bentele

#### Commerzbank AG

Corporate Communications Intern

July 2016 - January 2017 (7 months)

Frankfurt am Main und Umgebung, Deutschland

Internal communication: focusing on change and diversity, human resources communication, content management

#### Tanzschule Müller Merkt

Assistant

February 2010 - June 2016 (6 years 5 months)

Darmstadt und Umgebung, Deutschland

Dance Instructor for ballroom dancing

#### Universität Mannheim

Research Assistant

March 2014 - May 2015 (1 year 3 months)

Mannheim und Umgebung, Deutschland

Working for Prof. Dr. Vorderer

Research project "Mediatization Mobile", quantitativ and qualitative studies

#### DekaBank Deutsche Girozentrale

Intern

April 2011 - April 2011 (1 month)

## Education

### Universität Leipzig

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

### Universität Mannheim

Bachelor of Arts (B.A.), Kommunikation und Mediastudien · (2013 - 2017)

### Pace University-New York

Semester abroad, Communication and media studies · (2015 - 2015)

### Hong Kong Baptist University

Intercultural communication