

Kontakt

www.linkedin.com/in/caren-altpeter
(LinkedIn)

Top-Kenntnisse

Öffentlichkeitsarbeit
CEO Kommunikation
Social Media

Languages

Deutsch (Native or Bilingual)
Englisch (Professional Working)

Honors-Awards

Performance Scholarship "Chancen nutzen"
30u30 Talent 2018
CEO-Communications of the Year
Shortlist "Influencer Communications": Social CEO
Shortlist "Influencer Communications": Social CEO

Caren Altpeter

Heading External Communications @ ista
Essen

Berufserfahrung

ista

Head of External Communications
August 2021 - Present (8 Monate)

Essen, Nordrhein-Westfalen, Deutschland

- Responsible for press-, CEO- and corporate digital communication of ista

Vodafone

7 Jahre 11 Monate

Spokesperson & Social Media Expert

Juni 2019 - August 2021 (2 Jahre 3 Monate)

Düsseldorf und Umgebung, Deutschland

- CEO-positioning on LinkedIn, Twitter and Instagram
- Writing CEO expert articles
- Advising C-level managers on (social) media strategies
- Developing and steering the corporate influencer programme
- Driving digital communications within the communications department
- Developing (social) media concepts (360°)
- Organizing media events
- Initiating and preparing C-level interviews and podcasts
- Holding specialist presentations on PR-related topics
- Writing news releases, blog articles, background stories, social media content
- Constantly maintaining and improving relationships with media representatives and industry peers
- PR topics: digital transformation, merger communications

Spokesperson

September 2015 - Mai 2019 (3 Jahre 9 Monate)

- Organizing media events
- Initiating and preparing C-level interviews
- Holding specialist presentations on PR-related topics
- Project lead of various external communication campaigns
- Writing news releases, blog articles, background stories
- PR topics: service, strategy, startup cooperations

Trainee Corporate Communications

März 2014 - August 2015 (1 Jahr 6 Monate)

Düsseldorf

- Managing, producing and moderating of an own internal video format
- Project lead of various internal as well as external communication campaigns
- Writing news releases, blog articles, background stories

Intern Executive & Internal Communications

Oktober 2013 - März 2014 (6 Monate)

Düsseldorf

WDR Lokalzeit Düsseldorf

Trainee

Juni 2015 - Juni 2015 (1 Monat)

Düsseldorf

Deekeling Arndt Advisors in Communications GmbH

Student

Juli 2012 - September 2013 (1 Jahr 3 Monate)

Düsseldorf

Express Zeitung AG

Freelancer

Februar 2010 - Oktober 2010 (9 Monate)

Campus Radio Bonn

Intern

Januar 2008 - Januar 2008 (1 Monat)

Ausbildung

FOM Hochschule für Oekonomie & Management

Master of Business Administration - MBA, Business

Administration · (2018 - 2020)

Heinrich-Heine-Universität Düsseldorf

Bachelor of Arts - BA, Communication and Media Science, Political Science and Sociology · (2010 - 2014)

Deutsche Presseakademie

Communications Manager, Public Relations · (2014 - 2015)

Univerzita Karlova v Praze

Political Science and Sociology · (2012 - 2012)