

## Kontakt

[www.linkedin.com/in/abdelhakdeki](https://www.linkedin.com/in/abdelhakdeki)  
(LinkedIn)

## Top-Kenntnisse

Social Media

Forschung

Strategische Kommunikation

## Languages

Deutsch (Native or Bilingual)

Arabisch (Native or Bilingual)

Englisch (Full Professional)

Französisch (Limited Working)

## Honors-Awards

Arnold Heidsieck Scholarship - ZEIT-Stiftung

# Abdelhak Deki

Digital Campaign Manager  
Deutschland

## Zusammenfassung

I do like to ask the right questions. As a creative planner & strategist my passion is to make communication meaning and impactful.

For me, strategy is a set of mind, strategy helps to navigate in an increasingly complex world. But it never dictates. I also believe that transformative communication happens, when you bring empathy, diversity of minds and creativity to the table.

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## Berufserfahrung

intermedix Deutschland GmbH  
Digital Campaign Manager  
März 2022 - Present (1 Monat)

FleishmanHillard  
3 Jahre 10 Monate

Senior Account Executive, Strategy I True Mosaic  
September 2020 - Oktober 2021 (1 Jahr 2 Monate)

- Creative Planning & Concept Strategy
- Research, Market & Consumer Insights, Trend Analysis
- Workshop Facilitation (Storytelling, Co-Creation, Strategy & Creative)
- Internal Trainings for employees: Authenticity Gap - Reputation Management
- Workshop for employees: Resilience & Mindfulness @Work
- Diversity, Equity & Inclusion Lead Germany
- Business Development

Industries: Retail, Food Retail, Food, Consumer Brands, Industrials, Consumer Electronics, Healthcare & Health Tech, Insurances

Topics: Strategy, Sustainability, Innovation, Diversity & Inclusion, Food Trends, Consumer Trends, Target groups with focus on Millennials and Gen Z

Account Executive Creative Strategy & Innovation  
Januar 2019 - September 2020 (1 Jahr 9 Monate)  
Frankfurt am Main und Umgebung, Deutschland

- Research & Consumer Insights
- Development of Strategic Platforms
- Messaging Development
- Internal Trainings for Employees: Business Development
- FH Perspectives: DE&I Initiatives
- PR Report 30 under 30 2019

#### Professional Year Program Creative Strategy & Innovation

Januar 2018 - Dezember 2018 (1 Jahr)

Frankfurt am Main und Umgebung, Deutschland

- Influencer Relations
- Social Media Monitoring & Media Relations
- Social Content Development
- Research, Competitor Analysis, Event Support
- Business Development

#### Office Club GmbH

Serviceassistent

April 2017 - November 2017 (8 Monate)

Berlin und Umgebung, Deutschland

#### fischerAppelt

7 Monate

External Relations

Mai 2015 - August 2015 (4 Monate)

#### Strategic Communications Intern

Februar 2015 - April 2015 (3 Monate)

Berlin

#### AARP

Communications Intern

August 2014 - Dezember 2014 (5 Monate)

Washington D.C.

#### Commerzbank AG

Finance Internship

August 2012 - Dezember 2012 (5 Monate)

Berlin und Umgebung, Deutschland

#### Kaffee Toro GmbH

Marketing and Business Development Intern  
April 2012 - Juli 2012 (4 Monate)

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## Ausbildung

Europa-Universität Viadrina Frankfurt (Oder)  
Kulturwissenschaften, Soziologie, Linguistik (B.A.) · (2013 - 2017)

American University  
Journalism and New Media · (2014 - 2014)

Kurfürst-Balduin-Gymnasium