

## Kontakt

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

## Top-Kenntnisse

Experience in international team environment

Adapt to new tasks, consensus-builder, problem-solver and solution-oriented

Creating content & strategy that suits the platform and audience

## Languages

Französisch (Elementary)

Deutsch (Native or Bilingual)

Koreanisch (Elementary)

English (Full Professional)

# Katharina Agüera

Head of Story Cockpit Siemens Energy  
Metropolregion München

## Berufserfahrung

### Siemens Energy

Head of Story Cockpit Siemens Energy: Planning, Analytics, Digital Comms

April 2020 - Present (2 Jahre 1 Monat)

München, Bayern

bringing the Siemens Energy story to life and turn ideas into story lines by creating a data-driven, unified content operation ensuring consistent messaging across all channels.

### Siemens

Head of PR Siemens AG

September 2018 - April 2020 (1 Jahr 8 Monate)

### Airbus

6 Jahre 11 Monate

Head of Digital Content Strategy and Planning, Communications

Januar 2016 - September 2018 (2 Jahre 9 Monate)

- Mission to evolve & push digital culture across the Group.

Head of Online & Digital Communications

November 2012 - Januar 2016 (3 Jahre 3 Monate)

Responsible for the external online and print communication channels of Airbus Group.

We have the mission to evolve & push digital culture across the Group. We drive innovation – identify, integrate & implement cutting edge solutions to meet the communication demands of a high-tech company.

Online and Content Strategist - Deputy Head Online & Digital Communications

November 2011 - November 2012 (1 Jahr 1 Monat)

### EADS Headquarters

5 Jahre 6 Monate

Online & Content Strategist

November 2011 - November 2012 (1 Jahr 1 Monat)

Responsible for eads.com including content, planning, technology, information architecture, bid management, service level agreements, service provider management.

Responsible for the conception, planning and implementation of online- and Web media strategies on the basis of the established corporate and communication strategy.

Responsible for web-based solutions event coverage.

Content planning of the communicative approach to marketing-specific, political and communications-related topics of all Divisions and organisational units.

Key Account Manager for online-savvy conception and implementation of EADS relevant topics.

Identifies new online trends and innovative online-concepts and ensures implementation.

#### Manager Web Content and German Editor

Juli 2009 - November 2011 (2 Jahre 5 Monate)

Responsible for content, planning, management, textual implementation and realisation of EADS' internal and external online presence.

Responsible for design, preparation and provision of target-group-specific information - development of a social media 'community'.

Responsible for the design, textual implementation, management and coordination of all German EADS communication.

Responsibility for management and publication for:

- German version of the EADS employee magazine
- German version of the external EADS magazine

#### Project Manager

Juni 2007 - Juni 2009 (2 Jahre 1 Monat)

Contribution to further development of Corporate Identity.

Researched and developed projects to enhance brand awareness and visibility.

Responsible for launch of new online-tools.

Design and Implementation of new brochures.

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## Ausbildung

Universität Augsburg / University of Augsburg

M.A.