

Kontakt

www.linkedin.com/in/luise-linne
(LinkedIn)

Top-Kenntnisse

Unternehmenskommunikation
Kommunikationsstrategie
Strategische Kommunikation

Languages

Englisch
Französisch (Elementary)
Spanisch (Elementary)
Deutsch

Luise Linne

Corporate Communications Lead @Kitchen Stories
Berlin

Zusammenfassung

Connecting people through stories & food.

Berufserfahrung

Kitchen Stories - Anyone can cook!
2 Jahre 1 Monat

Corporate Communications Lead
Februar 2022 - Present (3 Monate)
Berlin, Deutschland

Senior Marketing & Communications Manager
Januar 2021 - Februar 2022 (1 Jahr 2 Monate)
Berlin, Deutschland

Senior Strategic Partnerships Manager
April 2020 - Januar 2021 (10 Monate)
Berlin, Deutschland

Building strong partnerships that benefit and add value to the Kitchen Stories brand and community

- Sales & Partner Operations
- Development of Sales Structure and Sales Strategy
- New Business Development
- Key Account Management

DDB

3 Jahre 1 Monat

Senior Manager Group Marketing & Business Development
April 2019 - März 2020 (1 Jahr)

Group Marketing

- Continuous development of the agency's positioning, communication and marketing strategy
- Development and implementation of the corporate culture by consistent communication

- Individual compilation and preparation of content for different internal and external communication media

Internal & External Communication

- Development and coordination of internal, targeted and transparent communication within the agency group across all offices, as well as external communication according to positioning and strategic goals across all stakeholders
- Coordination, supervision and processing of (digital) external communication channels
- Conception and implementation of internal events and corporate events (e.g. network events, alumni)
- Setup, organization and execution of external events with < 3000 visitors

Business Development

- Analysis of companies as pot. new clients and identification of points of entry
- Establishing contacts with potential new clients/prospects
- Support and organisation of pitches and tender procedures
- Leading the New Business Team of Juniors and Trainees

Manager Group Marketing & Business Development

März 2017 - März 2019 (2 Jahre 1 Monat)

Düsseldorf und Umgebung, Deutschland

GREY Germany

3 Jahre 7 Monate

Manager Group Marketing

Dezember 2016 - Januar 2017 (2 Monate)

Manager New Business Development

April 2015 - Dezember 2016 (1 Jahr 9 Monate)

Junior Executive Business Development

Juli 2013 - März 2015 (1 Jahr 9 Monate)

Düsseldorf und Umgebung, Deutschland

Ausbildung

FOM Hochschule für Oekonomie & Management

Bachelor of Arts (B.A.), International Management (job-integrated programme) · (2014 - 2018)

GREY Germany

Kauffrau für Marketing-Kommunikation · (2011 - 2013)