



Theresa Wolf

born on July 8th, 1992
+254 707653355
wolf.theresa92@gmail.com
Manteuffelstr. 54
12103 Berlin
Germany

Languages

German ●●●●●●●●
English ●●●●●●●●
French ●●●●●●●●
Italian ●●●●●●●●

Software Skills

MS Office

Creative

Adobe CC
Canva

UX / UI

Wordpress & Webflow
Figma

Online Marketing

Hubspot & Hootsuite
Google Analytics

Mailings & Press

Send in Blue & Mailchimp
zimpel

Taskmanager

Taskray, Trello & ClickUp
Miro

Academic Education

- 10/2016 – 03/2019 **Creative Communication and Brand Management**
University of Pforzheim Business School, Germany
Master of Arts (A-)
- 10/2012 – 08/2016 **Communication Design**
University Of Applied Sciences Augsburg, Germany
Bachelor of Arts (B+)
- 08/2002 – 08/2011 **Highschool**
Goethe Gymnasium Karlsruhe, Germany
Bilingual Diploma (B-)

Professional Experience

- 08/2022 – present **Freelance Brand Strategist and Graphic Designer**
WOLF Branded Interactions
Berlin, Germany / Nairobi, Kenya
- 08/2021 – 07/2022 **Communication Manager**
Yunus Environment Hub – Green Social Business
Berlin, Germany / Nairobi, Kenya
- Coordinate a team of two
 - Develop a brand book with corporate identity and communication strategy for the global brand
 - Create a corporate design and coordinate communication activities for over ten projects
 - Elaborate and implement a content plan for social media channels and website
 - Create infographics and illustrations, edit photos
 - Author and review blog articles
 - Art direction of an image film and other clips, coordinate the film team, edit and colour grade material
 - Measure and optimize online activities
 - Support in impact measurement, creation of the Impact Report 2021
- 07/2019 – 07/2021 **Head of Communications**
SOLARIMO GmbH (ENGIE Group) – Photovoltaics
Berlin, Germany
- Coordinate a team of five
 - Realign and implement a brand identity
 - Create digital and analogue sales material, conceptualize and run campaigns
 - Develop and execute a content strategy including articles for the corporate blog and the newsletters
 - Curate and monitor social media channels
 - Redesign of website and online ads, edit photos

- *Author press articles and handle press requests*
- *Event management; coordinate presence at fairs and speaker opportunities*
- *Role of the equal opportunity commissioner and team representative in front of the workers' council*

02/2018 – 04/2019	Communication Officer & Project Management SOFIs WORLD – Social Finance Wundanyi, Kenya
08/2017 – 11/2017	Internship, Communication and Foundation Work nebenan.de – Social Network in Berlin, Germany
07/2015 – 12/2015	Internship, Conception and Graphics LIQUID – Multimedia Agency in Augsburg, Germany
09/2014 – 02/2015	Semester abroad Falmouth University in Cornwall, UK
11/2012 – 07/2016	Student Assistant, Communications University Of Applied Sciences Augsburg, Germany

Voluntary Work and Other Qualifications

09/2022 – 10/2022	Certificate in UX/UI Design Jens Jacobsen (UX-Berater/Usability Consultant)
06/2020 – present	Project Support – Fundraising, Reporting, Graphics Leapfrog e.V. (ICT projects across Africa), Berlin/Nairobi
June 2021	Seminar on „Critical Examination of Development Cooperation with Africa“ v.f.h. (Association for Political Action), Germany
September 2020	Seminar on „Project Evaluation in Development Cooperation“ v.f.h. (Association for Political Action), Germany
02/2016 – 09/2016	Corporate Identity und Project Support Wortschatz e. V. in Weimar (language workshop with refugees), Germany
04/2016 – 08/2016	Recreational Program for Refugee Children Caritas e.V. in Karlsruhe, Germany
10/2014 – 03/2015	Corporate Design Kinder und Jugendfarm (children and youth farm) in Neuaußing, Germany
2003 – 2009	Program Support Badische Meile Marathon in Karlsruhe, Germany

References

Please feel free to contact the persons mentioned below in regard to my competences, work ethic and performance:

Luise Wunner, Programs and Operations Director | luise.wunner@yunuseh.com

Paul Krebs, Head of Sales SOLARIMO GmbH | paul.krebs@solarimo.de

Klaus Gunther Haegler, Chairman SOFIs World | klaus.haegler@sofisworld.net