

# CURRICULUM VITAE

Vanessa Frenz | 24.11.1992 in Schorndorf | +4915237736021 | mail@vanessa-frenz.de

## EDUCATION

- 09.2017-08.2018 **M.Sc. International Marketing Management (grade 1,0 with distinction)**  
Heriot-Watt University, Edinburgh  
Focus: Consumer Psychology  
Dissertation: Non-stereotypical gender portrayal in advertising
- 10.2012-03.2016 **B.A. Media Management (grade 1,5)**  
Hochschule für angewandte Wissenschaften Würzburg-Schweinfurt  
Focus: PR / Corporate Communications  
Project management in several student projects  
Dissertation: Brand Love
- 06.2012 **Abitur - university entrance diploma (grade 1,1)**  
Max-Eyth-Schule, Stuttgart  
Focus: Design- and Media-Technology

## WORK EXPERIENCE

- since 07.2014 **Freelancing**  
Marketing Consulting, Web Design, Event Management,  
Print Designs, Social Media, ...  
Clients: MF Microfilter GmbH, Webfeinschliff, Main Würfel Convention, ...
- 04.2016-08.2017 **Project Management**  
Webfeinschliff Internetagentur, Würzburg  
Coordination of employees, online marketing consulting,  
budgeting, planning of on- and offline campaigns, holding workshops  
Clients: Landesgartenschau 2018, Bildungswerk AWO Unterfranken, ...
- 08.2015-03.2016 **Marketing Assistant (student placement)**  
Würzburger Versorgungs- und Verkehrs GmbH  
Contact with local communities and associations, App Maintenance
- 09.2014-07.2015 **Graphic Designer (internship & student placement)**  
Lauterbach Kreativbetreuung e.K., Würzburg  
Conceptual Design, Customer Care, Writing, Graphics  
Clients: EDEKA Trabold Frischemärkte, Dirk Nowitzki Stiftung, ...
- 03.2013-09.2014 **Trainee Writer (student placement)**  
Medioton e.K., Würzburg  
Content creation for Corporate Blogs and Websites, Public Relations
- 01.2008-08.2013 **Youth Journalist (internship & student placement)**  
GO Verlag GmbH & Co. KG / Yaez Verlag GmbH, Kirchheim unter Teck  
Editorial planning, Research, Journalistic Writing

# LEBENS LAUF

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## LANGUAGES

- ● ● ● German (native language)
- ● ● ● English (fluent, IELTS 2015 8.0 & Master degree in UK 2017/18)
- ○ ○ ○ French (basics)

## SOFTWARE

- ● ● ● WordPress
- ● ● ● Adobe InDesign
- ● ● ● Adobe Photoshop
- ● ○ ○ Adobe Illustrator
- ● ● ○ Trello
- ● ● ○ SocialPilot
- ● ● ○ Keyword-Planner
- ● ● ○ Xovi
- ● ○ ○ Facebook-Ads
- ● ○ ○ Hootsuite

## WORKSHOPS

- 2017 Two workshops on "Facebook Marketing" for the Landesgartenschau 2018 team on behalf of Webfeinschliff Internetagentur
- 2015 Instructor's Certificate
- 2015 Two workshops on "Corporate Blogging" for the Dirk Nowitzki foundation team on behalf of Lauterbach Kreativbetreuung e.K.
- 2015 Workshop on "Rhetorics & Presentation Skills" for students on behalf of Kooperationsbörse "Stadt der jungen Forscher"

## OTHER

- 2017 Training Search Engine Marketing Manager (grade 1,0)