

JESSICA KLUTE

Content Managerin



PRACTICALLY ORIENTED BACKGROUND

05.2023 – 09.2023

Social Media Manager with E-Commerce and SEA elements

Cimdata Essen

- Social Media Marketing
- Content Creation for different channels
- Storytelling and Copywriting
- Influencer Marketing
- Audio-visual creation of videos and podcasts
- Basics of E-Commerce
- Introduction to SEA campaigns with Google Ads

Practical work:

explanatory videos for the topic Dungeons and Dragons

Podcast Episodes and Interview for the topic Dungeons and Dragons

Creating my own website with online shop: <https://en.jessicaklute.de/work-samples/>

09.2022

Trainee Journalism

Recklinghäuser Zeitung

- Editorial Work
- Proofreading
- Layout

Practical work: Newspaper Articles for the online editorial office

<https://en.jessicaklute.de/work-samples/>

12.2021 – 06.2022

Content Manager

WBS Bochum

- Digital Journalism: Web-programming and Typo3
- Social Media Marketing and data driven content
- Digital Marketing: Analytics and Video Content
- Implementing Content Management Systems

Practical Work: construction of our own SEO-optimised website with the topic of regional superfoods: <https://grelurkapsuperfoods.wordpress.com/>

03.2017 – 05.2017

Trainee Public Relations and Marketing

Tausend Talente GmbH

FURTHER TRAINING

10.2019 – 01.2020

How the PR influenced journalism – and inversely

University Duisburg-Essen

02.2019

Between event marketing and cultural education – practical introduction to the art- and cultural education

University Duisburg-Essen

CERTIFICATES AND WORK SAMPLES

Certificates and work samples are available for download at:

<https://en.jessicaklute.de/certificates/>

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ACADEMIC BACKGROUND

2018 – 2021	Literatur und Medienpraxis, M.A. University Duisburg-Essen Practical work: A radio reportage about sustainability at the university of Duisburg-Essen A video portrait of the Lavia Institute about the topic grief in grief counselling: https://en.jessicaklute.de/work-samples/
2014 – 2018	Germanistik und Anglistik, B.A. Ruhr University Bochum Practical work: article in a magazine about the topic How Harry Potter influenced a whole generation: https://en.jessicaklute.de/work-samples/
2015	Creative Writing and Publishing, Production and Performance, semester abroad York St. John University, York (England) practical work: planning and hosting of a 24-hour long event
2012 – 2014	Anglistik/Amerikanistik/Germanistik Technical University Dortmund, no grade

PERSONAL SKILLS

EDV	Word-processing (MS Word, Open Office) Spreadsheet application (MS Excel) Image Editing (Photoshop, Affinity Photo) Layout Design (InDesign) Video Editing (Avid Media Composer 8.9.3, Premiere Pro, Shotcut) Audio Editing (diRa startrack, Audacity) Content Management Systems (Wordpress, Typo3, Contentbird) Project Management (Trello) Shop Systems (Shopware, WooCommerce) Operating Systems (Windows)
Mobility	Mobile, ready to travel Driver's license of B (own car available)
Interests	Historical and fictional literature in German and English Private research of various historic and literary topics for my personal improvement

Jessica Klute

Bochum, 12.07.2024

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