

# Susanne Beispielhaft

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## Career Objective

To work as a marketing professional in the social media industry, applying my experience as the co-founder of a student-run marketing firm and my Bachelor's degree in Media Sciences

## Education

- 10/2008 – 09/2011 **Bachelor of Arts in Media Sciences at Humboldt University, Berlin**  
Final mark: 1.5 (equivalent to 2.1)  
Major subject: Media Sciences, final mark: 1.3 (equivalent to 1)  
Minor: Psychology, final mark: 2.0 (equivalent to 2.1)  
Bachelor's thesis: "Change in Communication Patterns through Social Networks – an Empirical Analysis"
- 10/2009 – 02/2010: Erasmus semester at Universidad Autónoma de Madrid
- 08/1999 – 05/2008 **Abitur at Willy-Brandt-Gymnasium, Berlin**  
Abitur (equivalent to A-level), final mark: 2.0  
Focus subjects: German, Mathematics  
Further examination subjects: Politics, Physics

## Professional Experience

- 02/2011 – 04/2011 **Intern at the Social Media Agency "Neo Medien", Berlin**  
Contributed to the design of the social media strategy for a German blue chip company  
Represented Neo Medien at the conference "Mediascope 2011" in Cologne
- 03/2010 – 07/2011 **Student Employee at the Chair of Communication and Psychology, Professor Etzenkiel, Humboldt University of Berlin**  
Researched and co-authored the book "Gefühlte Kommunikation" (English: "Perceived Communication"), 2011, Academici Verlag, Augsburg
- 08/2010 – 10/2010 **Intern at the student website "Studis Online", Hamburg**  
Produced content for the website studis-online.de  
Acquired new corporate partners

## Voluntary Activities

- 11/2009 – 07/2011 **Co-founder of the Student Marketing Agency "Concept Class"**  
Designed a local student recruitment concept for the energy company BerlinEnergie  
Prepared a social marketing strategy for Humboldt University
- 04/2009 – 04/2010 **Member of the Appointment Committee for the Chair of Political Communication at Humboldt University Berlin**  
Participated in vetting and choosing a new professor

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Der Artikel "So schreibt man einen englischen CV", zu dem dieser fiktive Beispiel-CV gehört, findet sich unter <http://www.studis-online.de/Karriere/english-cv.php>

09/2007 – 6/2008

**Deputy speaker of the student body at Willy-Brandt-Gymnasium, Berlin**

Organised a fair trade project week with discussions and lectures during which the school cafeteria only served fair trade food

## Skills

Language	German	Native
	English	Fluent (TOEFL 111/120 points – 93%)
	Spanish	Good
	French	Basic
IT	MS Office	Very Good
	Photoshop	Very Good
	InDesign	Good
	Final Cut Pro	Good
	SPSS	Very good

## Interests

Football	I have been playing competitive football for several years and currently play for my university team. Apart from keeping me fit, it also teaches me about the importance of teamwork.
Photography	A particular interest in landscape photography, using Photoshop to produce creative images

## References

Oliver Iost	Founder and head of Studis Online, Hauptstraße 1, Hamburg, <a href="mailto:beispiel@studis-online.de">beispiel@studis-online.de</a>
Professor Etzenkiel	Chair of Communication and Psychology, Humboldt University, <a href="mailto:etzenkiel@hu-berlin.de">etzenkiel@hu-berlin.de</a>