



ABOUT



german citizen
born September 22, 1995



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6300 Zug



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juliahengsteler@gmx.de

LANGUAGES

DE German | Native language

EN English | Fluently

FR French | Basics

INTERESTS



Tennis



Mountainbiking



Photography



Travelling



Motorsports

JULIA HENGSTELER

EXPERIENCE

since 11 | 2022

Zurich Versicherungs-Gesellschaft AG

SENIOR CONTENT & SOCIAL MEDIA MANAGER

PLANNING | ANALYSIS

overall social media content planning for Zurich Switzerland & Zurich Vita | development & enhancement of social media strategy

REALIZATION

conception, management and implementation of social media measures for Zurich Switzerland with focus on customer excellence & corporate goals | continuous optimization & reporting

CONTENT CREATION

conception & project management for target group- and channel-specific content creation

COORDINATION

of partners, agencies & service providers

11 | 2021 - 11 | 2022

Mediaschneider AG

MEDIA CONSULTANT | DIGITAL

CUSTOMER SERVICE

customer contact & account management

PLANNING | ANALYSIS

conception of media strategies | creation of campaign planning | target group & media usage analyses

PURCHASE | REPORTING

preparation of quotations & production schedules | order placement & control | monitoring, optimization & reporting of campaigns

03 | 2020 - 10 | 2021

trend factory marketing & veranstaltungs GmbH

MARKETING MANAGERIN

PLANNING | FURTHER DEVELOPMENT | REALIZATION

of all marketing activities & communication measures

DESIGN

of brand appearances in compliance with Corporate Identities

CONCEPTION | PROJECT MANAGEMENT

of the upcoming website relaunches

CONTENT CREATION | REALIZATION | COMMUNICATION

in social media, digital marketing & PR

EVALUATION | ANALYSIS

of the performed marketing & communication measures

COOPERATION | COORDINATION

partners, agencies & service providers

PERSONNEL RESPONSIBILITY

for one employee as well as trainees & interns



SKILLS

Digital Marketing
Social Media Expert
Brand Building
Project Management
Communication
Marketing Conception
UX & UI

EXPERTISE

Social Media Ads Manager
Adobe Creative Cloud
Microsoft Office
censhare
Sprinklr
Mailchimp
Google Marketing Platform
Tableau
wordpress, wix & shopify
Figma
Canva

**MY DIGITAL
PORTFOLIO**

www.juliah.de



JULIA HENGSTELER

EXPERIENCE CONTINUED

05 | 2017 - 02 | 2020

WALTER KNOLL AG & Co. KG

DIGITAL MARKETING

PROJECT MANAGEMENT | DEVELOPMENT | TRAINING
of a PIM & DAM system with successful implementation
in the company incl. definition and establishment of new
workflows

CONCEPTION | REALIZATION
of a website relaunch incl. automated processes and
output of data from the PIM & DAM system

PROJECT MANAGEMENT | GRAPHICS | REALIZATION
of the price lists for all markets worldwide in close collaboration
with all divisions and locations of the company

CONTENT CREATION | PUBLICATION
for website and intranet

COOPERATION | COORDINATION
partners, agencies & service providers

09 | 2015 - 02 | 2016

WAS Werbeagentur Schinke GmbH

GRAPHICS | INTERNSHIP SEMESTER

EDUCATION

2013 - 2017

Hochschule der Medien, Stuttgart

INFORMATION DESIGN

Bachelor of Arts

2011 - 2013

Gewerbliche & Hauswirtschaftliche Schule Horb a.N.

PRODUCT DESIGN

advanced technical college

state-certified industrial-technical assistant,
focus on product design