

# CURRICULUM VITAE



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## Work Experience

**CEO and Founder of Rawfish Media UG— 2016-present**  
Creative agency for Illustration, Design & Motion | portfolio and cases  
[www.rawfish-media.de](http://www.rawfish-media.de) and [www.rogkreativ.com](http://www.rogkreativ.com)

**Online Marketing Manager and Consultant (Freelancer) — 2010-present**  
Communication & Content Strategies | Social Media Monitoring and Analytics |  
Community Management | Graphic Design & Illustration | Webdesign

**Elbsurfer Marketing Services GmbH**  
Project Management | Webdesign | Content Management

**UWC Sports Administration Department, Cape Town SA — 2010**  
Planning and execution of marketing events | PR | Organisation of sport events  
and part of the build up events leading up to the 2010 FIFA world cup

**Universum Box Promotion GmbH, Hamburg — 2006-2009**  
Organisation of boxing events | Creating film footage for TV stations, boxing-  
coaches

**Event Center Cuxhaven, Cuxhaven — 1999-2006**  
Organisation of trade fairs, concerts and sport events

## Education

**HAW Hamburg, 2012-present — M.A. Information and Media Management**

**Hamburg Media School, 2007-2010 — B.A. Applied Media Economics**  
Final Grade 2,1 - Theme of final paper: (economic) risks of sport event  
sponsoring (FIFA World Cup 2010)

**University of Hamburg, 2006-2007 — Magister History and Political  
Science - no certificate**

## Software

Microsoft Office | Apple iWork | Photoshop | InDesign | AVID

## Relevant Tools

Hootsuite | Ubermetrics | Brandwatch | Gridmaster by Euthority | Radian

