



CONTACT ME

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ANNA
KAEHNE

PR & COMMUNICATIONS





BASIC INFO

born on feb · 17 · 1983 | married | degree · magister of arts



WORK EXPERIENCE

5/2011 - 5/2015

[manager pr & communications at CIOPORA · hamburg · germany](#)

- developed and implemented the entire communication and marketing strategy of the association
- managed multiple online and offline communication projects with media partners and sub-contractors
- generated ideas and produced copy for print advertisements, awareness campaigns, informational brochures and fliers
- fostered and maintained press contacts achieving regular editorial publications in leading international industry magazines
- wrote and edited magazine articles, press releases, newsletters, circular emails, web news, action reports, letters to governmental officials on behalf of CIOPORA
- served as editor of the association's annual international magazine "CIOPORA Chronicle"
- created and maintained CIOPORA profiles on social networks and CIOPORA's website
- designed all internally produced communication materials of the association
- worked closely with industry representatives, stakeholders, research institutions and media from 26 different countries, communicated on a regular basis with the EU authorities and intergovernmental organizations
- organized large-scale international educational and business events in Europe and the US (Miami, Venlo, Angers, The Hague, Hamburg)
- acquired authors for publications and speakers for educational events of CIOPORA
- represented CIOPORA at international trade fairs, industry events and official meetings with authorities
- developed, conducted and analyzed member satisfaction surveys and country-oriented market research
- participated in recruitment of new members across various channels.

5-9/2014

[editor at floraculture international magazine · amsterdam · the netherlands](#)

- planned and implemented all stages of the magazine production from imposition to printing and distribution
- co-created the editorial contents on a range of international market oriented topics
- managed multiple authors and interviewees
- acquired and communicated with advertisers from various countries
- carried out the complete English - Russian translation and editing of the entire final editorial and advertorial content.

5-8/2009

[intern at seoAcademy project in sitia · crete · greece - seoFactory ltd · muenster · germany](#)

- in the framework of seoAcademy expert seminars received a comprehensive two-week training in the development of unique selling point for various products; methods of search engine marketing and optimization, usability, web-audit, texting; affiliate and display advertisement; Google Adwords and Google Analytics; team work and brainstorming methods for marketing projects.
- implemented the acquired knowledge by completing 14 commercial online projects in teams as well as solo
- conducted key-word optimization of country-specific landing pages for a leading German travel provider
- produced and edited text materials for the projects in German, English and Russian
- served as team-leader in the project "Conceptualization of a web-community for seniors"



- 8-9/2006 [project intern at the fraunhofer institute for factory operation and automation · magdeburg · germany](#)
- conceptualized the intercontinental project empASIA under the guidelines of the EU Asia-Invest programme 2006-2007
 - communicated with European Commission and strategic project partners
 - analyzed and monitored economic reports and statistical data of the EU, APEC and OECD, as well as the relevant legal documents
 - conducted comprehensive research and analysis on topics of innovation, sustainability management, SCR, current economic developments in the South-East Asia
 - empASIA project was awarded a 500.000 euro grant by European Commission.
- 4/2007 - 12/2009 [project assistant at the russian-german dictionary project](#)
otto-von-guericke university · magdeburg · germany
- 10/2006 - 7/2008 [tutor for english linguistics and academic research](#)
otto-von-guericke university · department of foreign philology · magdeburg · germany
- 11/2006 - 3/2007 [student assistant to prof. dr. phil. Renate Belentschikow](#)
otto-von-guericke university · magdeburg · germany



EDUCATION

- 10/2003 - 9/2010 [magister of arts in english/american & slavic studies with distinction · final grade 1.0](#)
otto-von-guericke university · magdeburg · germany
- 9/2002 - 7/2003 [preparatory university german language course](#)
language center at the otto-von-guericke university · magdeburg · germany
- 9/1999 - 9/2002 [international law · average grade 1.0](#)
the jaroslav-the-wise national law academy of ukraine · kharkov · ukraine



LANGUAGES

native

russian ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

fluent

english ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
german ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
ukrainian ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

basic

czech ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
french ■ ■ ■ ■ ■ ■ ■ ■ ■ ■



SKILLS & SOFTWARE

technical skills & software:

ms office: word, excel, ppt, outlook ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
publisher: serif pageplus x6 ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
photofiltre 6 & 7 ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
cms: typoz, wordpress ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
surveymonkey.com ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
lotus notes ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
google adwords, google analytics ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
cms: dokuwiki, pluck ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
html, css ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
gimp ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
seoquake ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

other areas of expertise

editing ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
texting ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
photography & photo-shootings ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
graphic design ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
seo ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
webdesign and usability ■ ■ ■ ■ ■ ■ ■ ■ ■ ■





AWARDS

- 07/2008 the award for the [excellent academic achievements of a foreign student at a german university 2008](#) granted by the german academic exchange service (DAAD)
- 06/2007 [the 2nd prize of the creative writing competition "SchreibStil"](#) during the annual student days at the otto-von-guericke university · magdeburg · germany



HOBBIES

photography, reading, blogging, travel, graphic design, languages, theater

