

Josefine Andrae



Personal information

Date of birth: 20 June 1989

sayhello@veryfineideas.com

Education

10/2013 – 07/2017

International University Bad Honnef

Master of Business Administration (part-time programme), MBA

Specialisation: "Management Consulting" and "International Marketing and Branding"

Grade: 1,9

10/2009 – 09/2012

Friedrich-Schiller-Universität Jena

Communication Sciences and Psychology

Bachelor of Arts, B.A.

Grade: 1,8

01/2001 – 11/2007

German International School Johannesburg (South Africa)

Senior Certificate passed with Distinction and "Allgemeine deutsche Hochschulreife"

Grade: 1,6

Professional experience

Since 07/2018

very fine ideas, Berlin

Freelance editor & writer

Editorial planning; writing; translation and localisation; SEO; social media management

11/2016 – 06/2018

Axel Springer Corporate Solutions, Berlin

Editorial Manager

Leading editorial projects and defining supporting elements (ie. social media campaigns); content development and implementation of creative concepts for

digital channels; content editing; social media management (organic and paid); search engine optimisation; video production for social channels (ie. Facebook and YouTube); leading and briefing external authors; client consulting

09/2014 – 09/2016

Wayfair GmbH, Berlin

Editor

Ownership of German editorial calendar; management of editorial projects; translation and localisation of US and UK content to German market; editing of all German content; trend analyses; PR work focussing on press releases as well as organising and attending events; copywriting; social media management; working with external partners such as bloggers and publishing houses

04/2013 – 08/2014

Silk & Salt, Münster

Content Manager & Editor in Chief of „& Magazine“

Development and leadership of online magazine with a focus on fashion, beauty and lifestyle; blogger relations; social media management; product management; recruiting and managing interns as well as external partners

03/2012 – 09/2012

Deutsche Presse-Agentur (dpa), Erfurt

Freelancer

Daily news; interviews; coverage of events

Internships

12/2012 – 02/2013

BUNTE, New York (USA)

Editorial internship

Research for and writing of articles with a strong focus on celebrities and trends; coverage of events and press appointments; interviews

02/2012 – 03/2012

Deutsche Presse-Agentur (dpa), Erfurt

Editorial internship

News, commentary and interviews

08/2011 – 10/2011

MDR 1 Radio Thüringen, Erfurt

Editorial internship

Research for current events; conduct of interviews and surveys; coverage of events and press conferences

05/2009 – 07/2009

ZDF Landesstudio Thüringen, Erfurt

Editorial internship

Research for various TV formats

Languages

German and English

Native level

French

DELFL Niveau B2

Afrikaans

Conversational

Arabic, Spanish and Italian

Basic knowledge

Skills

CMS (Typo3, Wordpress, Pimcore)

Picture editing programmes

Office programmes

Miscellaneous

04/2015 – 09/2016

New Hire Mentor Programme bei Wayfair GmbH, Berlin

Acting as mentor for new hires

09/2011 – 04/2012

Tutorenprogramm der Friedrich-Schiller-Universität, Jena

Supporting foreign studies during their studies in Germany

08/2010 – 10/2010

Teddybar Kindergarten, Bucharest (Rumänien)

Teaching German to children in kindergarten and primary school