

BLUM, JESSICA AILEEN

M.A.

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Year of Birth 1993

Place of Birth Neuwied, Germany

Nationality German



MAIN COMPETENCIES AND AREAS OF EXPERTISE

- **Design, implementation and development of projects, initiatives and events** in the thematic fields of global development cooperation, [Faith and Development](#) (cooperation with and inclusion of faith-based actors into global development efforts), NGO management and Social Impact (development-oriented social businesses)
- **Media and Communication Management**, with expertise in the field of Social Media Management, content creation, strategic planning and implementation of organizational accounts, online marketing, Website-Administration, SEO
- **Management of cross-cultural teams**, coaching through media-related trainings and workshops, distributing tasks, strategically planning campaigns and content and developing alternative online solutions during the pandemic
- **Fundraising and resource mobilization**, playing a key role in supporting proposal and application writing, planning and developing on fundraising campaigns for non governmental organizations
- **Development and Implementation of communications and marketing material** in correlation with the Corporate Design, mission and purpose of companies and organizations in alignment with their target group
- **Expertise in creative programmes** and IT-solutions, such as Adobe Creative Suite; knowledge of alternative solutions for businesses

PROFESSIONAL EXPERIENCE

11/2018 – now

Junior Project Manager, Coordinator Media & Communication, PIRON Global Development, Bonn

Key activities: Key Account for ZOA Germany, strategic media and communications, newsletter marketing, webhosting, fundraising, corporate design implementation, public relations, workshop and conference facilitation

12/2016 – 11/2018

Internet B2B Student Trainee, VNR – Verlag für die Deutsche Wirtschaft AG, Bonn

Key activities: Internet marketing (B2B), newsletter campaigning, social media content management

02/2016– 08/2016

International Marketing Internship, NICE Network for InterCultural Experiences, Córdoba (Argentina)

Key activities: International marketing, strategic social media management, website-administration, SEO, human resources, translational work (Spanisch-German), flyer creation

10/2015 – 02/2016

Student Assistant Business Informatics and New Media / Strategic Consultant, University of Siegen, Siegen

Key activities: Editorial content, design & development of public display interfaces, freelancing market research, testing and implementing of surveys (quantitatively)

- 12/2014 – 09/2015** **Marketing and Project Manager, DAV Kletterzentrum Siegerland, Siegen**
Key activities: Marketing & Project Management, public relations, event management and -photography, design and organization of advertising media, development of corporate design, website administration and design, company-related Bachelor Thesis (Topic: Target group analysis)
- 02/2014– 12/2014** **Marketing Internship, Weiss Germany, Haiger**
Key activities: Day-to-day marketing-business, design & layout development with Codesoft, administration
- 07/2012 – 09/2012** **Marketing Internship, Neues Leben Medien e.V., Altenkirchen**
Key activities: TV- & radioproduction, public relations, planning and implementing of an exposition, dialog marketing, website-administration with Wordpress

EDUCATION

- 10/2016 – 05/2020** **M.A. Media Studies**
 Rheinische Friedrich-Wilhelm University, Bonn
 Thesis: International documentary of travel (grade: 1,1)
- 11/2017 – 02/2018** **Studies at Universidad de La Laguna, Tenerife (Spain)**
 Erasmus+ program in journalism (grade: 1,7)
- 10/2012 – 05/2016** **B.A. Media Studies + Language & Communication**
 University of Siegen, Siegen
 Thesis [in cooperation with DAV Kletterzentrum Siegerland]: Business target group research

VOLUNTEER WORK

- 08/2020 – now** **Webmaster ESN Student Network Bonn (ESN Bonn)**
 Key activities: Hosting all website-related activities and organisational data
- 11/2019 – 01/2020** **Member of Kokua Crew** (serving as a volunteer at University of the Nations, YWAM Kona, Big Island (Hawai'i))
- 08/2019 – 08/2020** **Manager PR & Marketing, ESN Student Network Bonn (ESN Bonn)**
Key activities: Management of all media-related efforts, team management, partnership relations, campaigning
- 2018 – now** **Member of Erasmus Student Network Bonn (ESN Bonn)**
 Organization and implementation of cultural events for the integration of foreign European students
- 2018 – 2019** **Youth Group Leader, FeG Bonn**

LANGUAGES

German (native language), English (business fluent), Spanish (fluent), Japanese (basic knowledge)

