

ADEM, SARAH
B.Sc.

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Year of Birth 1997

Place of Birth Hamburg, Germany

Nationality German

Family Single



MAIN COMPETENCIES AND AREAS OF EXPERTISE

- **Cross-cultural competencies** adjusting quickly to different cultures, traditions and ethnic groups, communication skills in various languages, competencies in leading intercultural teams and building bridges between cultural gaps
- **Managing, organizing and coordinating** ability to plan activities and events effectively, timely and successfully, competencies in coordinating projects from private and public sectors
- **Innovative, strategic and yet creative** strong ability and desire to identify, analyze and solve problems in an innovative way, knowledge in the Blockchain landscape, provide new ideas and innovative solutions
- **Branding, communicating and advertising** competencies in creating brand awareness, planning campaigns, creating content and press releases, managing social media channels, analyzing SEOs and developing alternative online solutions

PROFESSIONAL EXPERIENCE

03/2020 – present

Junior Project Manager, PIRON Global Development, Bonn, Germany

Key activities: Communication Manager for the Helpdesk Business & Human Rights, Key Account for the German-Desk Financial Support & Solutions project of the Deutsche Investitions- und Entwicklungsgesellschaft (DEG), Project coordination, social media management, event management, business communication, web-and email marketing, public relations

03/2019 – present

Co-Founder, African European Fellowship (AEF)

Key activities: Coordination of tasks amongst the team, stakeholder management, campaigning e.g. Green AEF, social media management, event management, strategic marketing

01/2019 – 03/2019

Intern, iceaddis, Addis Ababa, Ethiopia

Key activities: Project coordination, creating due diligence questionnaire, consulting and interviewing startups, drafting a new website, supporting at the GIZ Green Innovation Project

01/2019 – 03/2019

Intern, IOHK, Addis Ababa, Ethiopia

Key activities: Coordination between IOHK and the Ethiopian Ministry of Innovation and Technology, Public Relations and event management, project management, research for IOHKs educational strategy, incl. competitive analysis

- 07/2018 – 09/2018** **Intern at the educational department, Federal Ministry of Economic Cooperation and Development (BMZ), Bonn, Germany**
Key activities: summarizing press releases, supporting in creating state of affairs, publications and researches, planning and organizing meetings and events
- 01/2017 – 03/2017** **Assistance, Snipes, Hamburg, Germany**
warranty of an optimal customer service

EDUCATION

- 03/2017 – 02/2020** **B.Sc. International Management**
International School of Management (ISM), Hamburg
Thesis in cooperation with IOHK: Understanding the Power of Blockchain in Emerging Markets – a case study on Ethiopia (grade: 1,7)
- 09/2018 – 12/2018** **Studies abroad**
KEDGE Business School, Marseille (grade: 2,0)
- 2018** **Scholarship by Erasmus**
- Publications**
- Hamburger Abendblatt**
Sarah from Norderstedt represents Botswana at the UN
[\(click here to read\)](#)
- Sarah Adem from Norderstedt receives an Award of Honour in NY
[\(click here to read\)](#)
- International School of Management**
Much heart, innovation and passion: ISM student in Ethiopia
[\(click here to read\)](#)

VOLUNTEER WORK

- 2017 – 2019** **Head of Marketing at ISM for Africa**
Distribution of tasks amongst the marketing team, creating flyers and posters, social media management, fundraising activities (bake sales, bottle collection)
- 2018 – 2019** **Delegation of National Model United Nations (NMUN) 2019**
Social media management, representation of Botswana at the General Assembly 1 at the United Nations in New York
- 2017** **Hamburg Ambassador at the G20-Summit**
Supporting organizing the G20-Summit, representing Hamburg on behalf of the Federal Foreign Office, responsible for supporting and guiding the delegation of the United Nations

LANGUAGES

German (native language), English (business fluent), French (good knowledge), Amharic (good knowledge), Spanish (basic knowledge)

S. Adem