

# Work Experience



**f\_boecker**  
Texts, **ideas**, projects.

since 09/2021 | DER Touristik Online | Frankfurt

## **Freelance copywriter and creative concept**

Copy, texts, ideas, social media concept, campaign concept, headlines, TVCs, websites, strategy, client presentations and everything else I learnt during the last years!

03/2020 to 06/2021 | DER Touristik Online | Frankfurt

## **Content editor and project manager**

Project management, editorial office and creative direction for content campaigns for the lead brands DERTOUR, ITS and Meier's Weltreisen.

04/2019 to 02/2020 | huth+wenzel | Frankfurt

## **Creative concept / copywriter**

Text and conception for online and offline activities for customers ING Germany, Suzuki Motors and Caravaning Germany

04/2018 to 03/2019 | Mynd | Frankfurt

## **Senior Storyteller / copywriter**

Stories for explanatory films, real shoots, content marketing, scripts and much more for customers of all kinds

09/2017 to 02/2018 | Leo Burnett | Frankfurt

## **Junior copywriter**

Copywriter for social media, TVCs, radio spots, print, ooH. Customers: Samsung, Lidl, LOV Cosmetics

10/2016 to 08/2017 | Kolle Rebbe and JUK von Zitzewitz | Hamburg

## **Copywriter in training**

Internship parallel to training at Texterschmiede Hamburg. Customers: Rauch, TUI Cruises, Ritter Sport Schokolade, Klindworth, Cocktail Plant and the ECE Group's shopping center

05/2015 to 09/2016 | SINNERSCHRADER | Frankfurt

## **Account manager**

Project manager responsible for the website and digital business of Yellow Pages, ERGO Direkt and ERGO Insurance. Project management of the ERGO website relaunch in 2016.

09/2013 to 04/2015 | Deutsche Bank | Frankfurt

## **Project manager online and social media**

Online and website management for maxblue (market data, content management, sales campaigns, marketing, SEM, SEO) as well as the social media channels of Deutsche Bank

08/2007 to 08/2013 | Deutsche Bank | Frankfurt

## **Banking sales / Process and project manager**

Business studies and vocational training in private client business, two internships in Wealth Management of Deutsche Bank Vienna, then process and project management in Credit Risk Management with foreign assignments in Milan and Madrid.

# Degrees

2016–2017 | Texterschmiede Hamburg | Final grade: 1,9

**Certified Copywriter**

2007–2010 | DHBW Mannheim | Final grade: 2,4

**Bachelor of Arts Business Administration**

until 2007 | Walburgisgymnasium Menden | Final grade: 2,2

**A-levels**

# Languages

**German**

Mother tongue

**English**

Business fluent

**Dutch**

Beginner

# Skills

**Copywriting** Project management

Social Media Management **Creativity**

**Humour** Community Management

Strategy **Content Marketing**

Account Management **Client contact**

Banking and Finance

# Contact

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