

Work Experience



f_boecker
Friedi **is typing...**

since 10/2025 | Mediengruppe Wiener Zeitung

360° journalism trainee

One-year practical program offered by Wiener Zeitung with in-depth workshops on AI, journalism, and entrepreneurial thinking, including placements in the editorial offices of HORIZONT Austria, Wiener Zeitung, and Augsburgs Allgemeine.

since 09/2021 | f_boecker | everywhere

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

Dual degree program in retail banking, internships at Deutsche Bank Vienna, credit process manager with assignments abroad in Milan and Madrid.

Degrees

2024–2025 | Medienakademie Österreich

Journalism certificate

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

Certified Copywriter

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

Bachelor of Arts Business Administration

Languages

German

Mother tongue

English

Business fluent

Skills

Copywriting Project management
Social Media **Journalism** **Creativity**
Humour Community Management
Strategy **Content Marketing**
Account Management **Client contact**
Banking and Finance

Contact

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