



KATHARINA PRAHL

WORK BACKGROUND

Program & Project Management Associate

Accenture Song, Hamburg | 2021 – today

- Direct client communication and task management
- Content and campaign management using Adobe Experience Manager (AEM)
- Participated in internal Accenture Gaming initiatives, co-organized online Valorant tournaments, and competed in an inter-agency gaming event
- Started as a working student (2021–2024), then transitioned into a full-time role

Retail Assistant

IWAN Budnikowsky, Hamburg | 2020 – March 2021

- Customer service and checkout operations

Campaign Manager

Performance Heroes GmbH, Hamburg | July 2019 - February 2020

- Organization and economic analysis of marketing campaigns

Promoter (Fundraiser & Recruiter)

Activate Hamburg | 2017-2018

- Fundraising for humanitarian organizations
- Recruiting new promoters

STUDIES

Bachelor of Arts – Marketing & Digital Media

FOM Hochschule Hamburg | September 2020 – Februar 2024

Bachelor's Degree in Marketing & Digital Media

TRAINING

Screendesign & Advanced Technical College Entrance Qualification

BMK Vocational School for Media and Communication, Hamburg | 2017 – 2019

Degree with additional university of applied sciences entrance qualification Practical part: 3-month internship

INTERNSHIPS AND STAYS ABROAD

Intern editorial staff

Inwave, Hamburg | 2018

Writing reviews and game reviews

Intern Markenfilm

Hamburg | 2016

Activities in the administrative area and work on the film set

International Experience

- Student exchange to England (2 weeks, 2013)
- Student exchange to the USA (6 weeks, 2015)
- Study trip to Plymouth, UK (2 weeks, 2018)

QUALIFICATIONS

Adobe Creative Suite:

Adobe Experience Manager (AEM): excellent

Photoshop: excellent

Illustrator (Vector): good

InDesign: excellent

Web Design, Print Design: excellent

EDV-Kenntnisse:

Fundierte Kenntnisse Microsoft Office

Fundierte Kenntnisse Jira

Fundierte Kenntnisse HTML/CSS

Language skills

- German – native language

- English – fluent in words and writing

Other

A valid driving license is available

INTERESTS

- Illustration and digital drawing (vector graphics)

- Web design and creative design

- Sports (road cycling, swimming, standard dance, horse riding)

- Travel

CONTACT

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