

Julia Wunsch

#SocialMediaMarketing
#BrandManagement
#OnlineMarketing

CONTACT



www.juliawunsch.ch



Address? In Zurich!



mail@juliawunsch.ch



Ageless online!



Top secret online!



Current occupation

AXA Winterthur | Winterthur, Switzerland | 80%

01/2017 - dato

Head of Social Media

Responsible for the social media strategy of AXA Switzerland as well as the budget and supervision of two employees. Conceptualisation and operation of complex campaigns on social media including analysis. Evaluation and implementation of social media trends.

07/2018 - dato

Swiss Mountain Girls | Zürich, Switzerland

Founder Swissmountaingirls (voluntary)

Creation of a social media based community, mainly through Instagram. The goal is to connect outdoor-oriented women in real life through collective hikes and reposting impressive photos mainly from female, Swiss-based photographers. Growth to approximately 1,900 followers within 6 weeks. Website in development.



Education

University of Zurich | Zurich, Switzerland

09/2008 - 12/2010

Master Media & Communication sciences

Master of Arts in Social Sciences
Final grade: 5.6 / DE: 1.4

University of Passau | Passau, Germany

10/2004 - 09/2007

Bachelor Media & Communication sciences

Bachelor of Arts in Social Sciences
Final grade: 5.5 / DE: 1.5

The sympathy part



Find me on



<http://ch.linkedin.com/in/juliawunsch>



<https://www.facebook.com/juliawunsch.zuerich>



<https://www.instagram.com/wunschengel>



<https://www.instagram.com/swissmountaingirls>



www.xing.com/profiles/Julia_Wunsch2

About me in one sentence

At home in digital social media and in outdoor mountain worlds, in brand marketing and on hiking trails, camera in hand.

Strengths

Passion for my work | No 9to5 und 08/15 mindset | Commitment | Autonomy | Huge curiosity and joy in learning new things | Accurate way of working and well-structured way of thinking | Teamplayer | Able to quickly assimilate new ideas | Creativity



Work Experience

Reduced selection, more on www.juliawunsch.ch or on request

AXA Winterthur | Winterthur, Switzerland | 80%

Social Media Manager

Responsible for content curation and distribution on social media for AXA Switzerland. Campaign-based digital consulting especially in terms of social media, but also for usability topics. Training of agents about the opportunities offered by social media.

id-ee GmbH | Zurich, Switzerland | 60%

Brand Strategy Manager

Strategic development of diverse brand identity processes and social media concepts for clients of id-ee GmbH.

ESCH. The Brand Consultants | Saarlouis, Germany | 100%

Senior Associate

Member of the team responsible for building and repositioning of brand identities for different customers.

AD Eleven GmbH | Cologne, Germany | 100%

Brand Manager/ Social Media Manager

Positioning and building the bet90 brand. Project responsible for the re-launch of bet90.com. Producing diverse promotional products (in print and videos). Planning and ongoing management of the bet90 Facebook page/bet90 Blog. Professional supervision of four employees, cost centre responsibility for my department.

03/2014 - 12/2016

01/2013 - 02/2014

11/2012 - 12/2012

05/2011 - 10/2012



Volunteer Experience

Marketing Natives | Zurich, Switzerland | approx. 20%

Social Media Manager & Brand Management Advisor

Responsible for the social media communication of Marketing Natives Switzerland, mainly working with Facebook as a primary tool. Supporting the Brand Development Team for Marketing Natives International. Developing diverse graphic materials and participating in the planning of events.

Erasmus Student Network ESN | Zurich, Switzerland | 10%

Volunteer Marketing Specialist PR / Member of the Board

Creating promotional products for various events as well as the annual Erasmus programme booklet.

01/2013 - 12/2016

05/2008 - 05/2009



Speaker/Trainings

2010 - dato

Trainings & guest lectures on social media

Various trainings and guest lectures on social media for schools about cyberbullying or for startups about using social media as an effective means for customer interaction and increasing reach. Clients have included the University of Applied Sciences in Business Administration Zurich and the University of Zurich. Lecturer on content curation and distribution at the „FHNW University of Applied Sciences and Arts Northwestern Switzerland“ in November 2018.

2015 - 2016

Keynote-Speaker Generation Y

Presentation about the relevance and myths around the topic of "Generation Y" and the impact of this new generation on marketing and the general job environment. Clients have included Ernst & Young, the University of Applied Sciences in Business Administration Zurich and the Richmond Forum.

Languages

- DE** Mother tongue
- EN** Very good
- ES** Advanced
- FR** Basic

Interests

- Strategic brand management, marketing and social media
- Photography, image editing, design
- Outdoor activities (hiking, camping, via ferrata..)
- Foreign cultures, travelling
- Sports (slacklining, bouldering & climbing, badminton..)



Skills

Microsoft Office



Adobe Creative Suite



Business Manager



More

Instagram and Twitter from a brand perspective including ads and analytics, monitoring tools, content creation and publishing processes, branded content tools, target group creation and retargeting with tracking pixels/events.

Other Skills

- Strong personal network on Instagram of photographers/influencers
- Experience in creating connected 360-degree campaigns including retargeting
- Copy writing in different styles: journalism, PR, advertising and science
- Experience in organising Instameets

