

Susanne Stern

Communications Strategist | PR | Editorial | Content |

B2B Communications | AI-Enabled Methods

Gaggenau-Freiolsheim, Germany

Phone: +49 (0) 7204 622 99 22

Mobile: +49 174 334 5131

Email: susisternpr@gmail.com



PROFILE

Communications and marketing professional with extensive experience in PR, editorial topic development, international B2B communications and content planning. Skilled at presenting complex business and technical content in a clear, accessible manner, collaborating with senior management, subject specialists and international teams, and maintaining consistent communications across multiple channels. Structured, pragmatic and implementation-focused, with strong writing expertise, a keen interest in digital tools and sound judgement on relevant topics. At present, completing focused training in AI-enabled methods and modern communications tools.

CORE SKILLS

- Press relations and strategic communications
- Editorial writing and topic development
- Content creation and cross-channel communications
- Interview and presentation preparation / podcast editorial support
- International B2B communications
- Collaboration with C-level executives and specialist teams
- Project management and communications coordination
- Event and live communications
- Digital tools, collaborative work and AI-enabled workflows

WORK RECORD

wyynot GmbH

Key Account Manager / Project Manager

02/2022 - present

- Management of communications and marketing projects for B2B clients
- Main interface between clients, internal teams and external partners
- Oversight of PR, content and design topics
- Development and coordination of tailored communications measures
- Close collaboration with decision-makers and project leads

c3 communication - content concepts communication / susistern.com

Content Manager / Communications Consultant (freelance)

07/2019 - present

- Development and implementation of content and communications concepts
- Editorial creation and adaptation of content for diverse formats and target audiences
- Consulting on reach, positioning and communications
- Project-based collaboration with businesses and agencies in PR, content and communications
- Structuring complex content and topics for clear, effective external communications

Rutronik Elektronische Bauelemente GmbH

Deputy Head of Marketing Communications

05/2012 - 07/2019

- International coordination of marketing and communications activities
- Management of event and live communications projects
- Collaboration with internal stakeholders, management and international units
- Planning and implementation of global advertising and communications activities
- Integration of strategic brand management and operational implementation

Plan B Büroservice / STARtrack PROMOTION

Freelance Virtual Assistant / Marketing / Promotion / Consulting

12/2009 - 04/2012

- Development of marketing concepts and communications measures
- International promotional and advertising support
- Graphic design, advertising and administrative services
- Consulting and structured management across various areas of work
- Independent planning, coordination and implementation

Verlag 4K Grafik und Design / TRC GmbH

Assistant to Management / Communications and Publishing Coordination

08/2005 - 12/2009

- Coordination of advertising activities and communications measures
- Concept development and production of the station newspaper
- Publishing management and organisational process coordination
- Budget oversight for PR, advertising and purchasing
- Collaboration with a range of internal and external stakeholders

Staatliche Majolika Manufaktur Karlsruhe GmbH

Assistant to Management / Project Coordination

07/2003 - 07/2005

- Management of the back office and coordination of administrative processes
- Preparation of documents for the Board of Supervisors
- Project lead for Art in Ceramics
- Support for cultural and representative events
- Participation in delegation trips and special projects

EDUCATION & TRAINING

AI Alchemist, mmclearning

in progress

Focus: AI-enabled methods, strategic use of digital tools, modern methods for communications and content

Certified Marketing Manager

Chartered Institute of Marketing (CIM)

with continuous professional development, including Oxford Marketing College, London School of Advertising and Münchner Marketing Akademie

from 01/2005

Occupational Health Consultant

TÜV Süd

2021

Print Production Specialist

Chamber of Industry and Commerce

2002 - 2003

State-Certified Beautician

Karlsruhe Vocational School of Cosmetology

1986 - 1987

Apprenticeship as a Legal Assistant

Law Firm Alois Degler, Rastatt

1984 - 1986

LANGUAGES

- German: Native language
- English: Business fluent / near-native
- French: Basic knowledge

ADDITIONAL SKILLS

- Experience working with senior management and at C-level
- Experience in personnel management
- Class B driving licence
- Strong digital aptitude and enthusiasm for modern, collaborative work methods