

NICOLE (SUE) SUSENBURGER

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EDUCATION

- M.A. Public Relations and Advertising** - DePaul University, Chicago 2015
B.S. Media and Communication Management - BiTS: University of Applied Sciences, Germany 2013

EXPERIENCE

- Graduate Intern, Robert Bosch Tool Corporation, Corporate Information Systems - Chicago** since 01/15
- Marketing and communications for internal IT customers
 - Writing success stories and strategic communication concepts, developing internal marketing campaigns
 - Assisting restructuring of department structure and innovation process, supporting strategy development, change, innovation and executive communication, 25.000+ employees
- Graduate Intern, Ketchum Change – Chicago and New York** 06/14 – 09/14
- Developed expertise and consultancy skills in change communication and employee engagement
 - Assisted development of change communications plan, identified key milestones, 15.000+ employees
 - Enhanced and designed client presentations, newsletters, info graphics and other key deliverables
- Research Assistant, DePaul University, Communications Department - Chicago** 01/14 – 06/14
- Conducted phone surveys for professor promotion, analyzed, compared and presented results
 - Planning and organizing e-portfolio event for student's graduation, 100+ visitors
- Internships during my undergraduate studies:*
- Corporate Communication Intern, Siemens AG – Munich, Germany** 07/12 – 07/13
- Research Change Communication (6 month), Bachelor Thesis, Impact to 7000 employees
 - Authored journalistic articles, innovation comms, coordination event Energy Transition Week, Berlin
- Public Relation Intern, Ogilvy Healthworld – Dusseldorf, Germany** 01/12 – 07/12
- Coordinating healthcare PR campaign, incl. website launch, for a major pharmaceutical client
 - Developed press material for a main press conference attended by 200+ media
- Marketing Assistant, Kendall College – Chicago** 2011
- Organized Open House events, 200-400 visitors
 - Supported Higher Education Marketing, 28 countries, social media management and video production
- Student Assistant, BiTS Alumni – Student Organization** 2010 – 2013
- Researched and designed new strategy, incl. workshop organization, 30 participants
 - Developed the Corporate Identity and conducted all aspects of design, marketing and PR
- Corporate Communication Intern, Deutsche Post DHL – Bonn, Germany** 07/10 – 10/10
- Supported international communication activities in a 200+ communications department
 - Coordinated and implemented campaign for internal change communication, 11.000+ employees
- Self employed event marketing – Berlin, Germany** 2010
- Main lead of the European Rollerblading championships at the YOU convention, an international competition with 250 athletes, 22 countries, budget EUR 10,000
 - Event planning: developed PR- and marketing concept, media cooperation's, fund raising, coordinated media coverage (print, TV, radio, social media) and supervised the media post-processing
- Web Assistant, UNLV Web Department – Las Vegas** 2008 – 2009
- Developed, designed and implemented more than 20 new webpages to the campus website
- Apprenticeship at savings and loan bank – Germany, regional bank with 35 agencies** 2002 – 2005
- Assisted in the credit department, customer service, consulting and investment banking

SKILLS AND LANGUAGE PROFICIENCY

Language proficiency: English: proficient (17 years), German: native speaker, Spanish: basic
Advanced knowledge: Adobe Creative Suite. **Proficient:** Microsoft Office, WordPress, Social Media tools. **Familiar with:** HTML, PHP. **Study abroad focus areas:** Interactive Media Design, Film Production, (UNLV, Las Vegas, 2008) Strategy, Leadership, Technology and Innovation, Operation Management (Kendall College, Chicago, 2011)

HONORS

- First Place Launch DePaul New Venture Business Competition (\$4,000) 05/ 2015
First Place in the Arthur W. Page Society Case Study Competition in Corporate Communication (\$2,500) 04/ 2015
Silver Award Winner DePaul and Chicago Innovation Award (\$1,000) 02/ 2015
FULBRIGHT scholarship recipient 2013 – present
Konrad-Adenauer-Stiftung scholarship program 2010 – 2015
Scholarship recipient, US-Congress German Bundestag Youth Exchange (CBYX) 2008 – 2009