



ANN KATHRIN LUEHR, M.A.

Miami Beach, FL ▪ annkathrin.luehr@gmail.com

International Business Communications Professional with over 9+ years' collective and progressive experience in media, marketing, copywriting and editorial positions.

Multi-lingual (German, English, Spanish) team-player with proven results in delivering optimum productivity, leadership, and performance. Dedicated to continuous learning and applying my administrative, customer service, editorial, and supervisory skills to further enhance my extensive knowledge within media and copywriting positions. Known for implementing best practices aimed at driving productivity, adhering to and understanding standard operating procedures, internal applications, and organizational goals while maintaining a reputation built on quality, integrity, and uncompromising ethics.

KEY ADMINISTRATIVE/COMMUNICATION COMPETENCIES & SKILLS

- Meticulous proven ability to handle multiple projects efficiently; strategic planning
 - Written and oral expression and comprehension; fluency of ideas and creativity
 - Encouraging and building mutual trust, respect, and cooperation among clients and team members
 - Ability to work under pressure meeting strict deadlines; customer needs assessment
 - Strong analytical & critical thinking
 - Recognizing and resolving complex issues
 - Understanding and effectively communicating customer needs and information
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EDUCATIONAL BACKGROUND

MASTER OF ARTS – TRANSNATIONAL LITERARY STUDIES

University of Bremen – Bremen, Germany (2014)

ERASMUS STUDENT EXCHANGE

Universidad de Murcia – Murcia, Spain (2013)

BACHELOR OF ARTS – GERMAN STUDIES & GERMAN HISTORY

University of Bremen – Bremen, Germany (2011)

RELEVANT TRAINING & WORKPLACE EXPERIENCE

EDITOR

SEPTEMBER 2014- JUNE 2017

KANTAR MEDIA GMBH (MEDIA MONITORING AGENCY) – HAMBURG, GERMANY

Promoted from editorial intern to permanent placement; a result of delivering quality editorial work of press releases and article submissions.

- Responsible for managing projects, verifying facts, dates, and statistics using standard reference sources.
- **Trained, developed and oversaw employees** and freelancers charged with developing stories and content ideas; ensured freelancers considered reader and audience appeal when delivering completed projects.

- Prepared, re-write and edited copy to improve quality of work delivered to client, meeting company **zero error tolerance** guidelines.
- Scheduled editorial/writing projects for employees and freelancers; charged with ensuring tasks and deadlines met to deliver, meeting organizational standards.
- Ensured internal processes are followed and accountability measures are clear when submitting final work product to client.
- Coordinated with senior leadership, freelancers and editorial team to escalate matters that interfere with operational procedures and organizational values.

STUDENT ASSISTANT – MARKETING

MARCH 2014 - SEPTEMBER 2014

SERVICE COMPACT AT BAUER LIVING KG (PUBLISHING HOUSE) – HAMBURG, GERMANY

- Successfully managed marketing campaign contest of over 50+ prize recipients resulting in **increased awareness to the company** allowing winners to receive up to \$1k in prizes.
- Managed process of prize delivery; checked information received for accuracy and updated files with status and completion of process meeting deadlines.

EDITORIAL INTERNSHIP

AUGUST 2010 - SEPTEMBER 2010

JAHR TOP SPECIAL VERLAG (PUBLISHING HOUSE FOR MAGAZINES) – HAMBURG, GERMANY

- Wrote articles, researched articles, proof-read articles and delivered articles based on assignments given by company and client.

EDITORIAL INTERNSHIP

AUGUST 2009 - SEPTEMBER 2009

WINSENER ANZEIGER (REGIONAL DAILY NEWSPAPER) – WINSEN/LUHE, GERMANY

- Created layouts for the regional daily newspaper, *Winsener Anzeiger*; wrote articles, interviewed, researched, and provided proof-reading for submission.

ADDITIONAL TECHNICAL SKILLS AND RELATIVE KNOWLEDGE

- Microsoft Office Suite (Excel, Word, Outlook Publisher)
- Press releases, content management
- Brand development and audience captivation
- Providing ideas for content pitches
- Intercultural communication skills
- Develop editorial calendars; monitoring schedules, and tracking content
- Writing content for internal/external campaigns
- Long and short form literary content
- Multi-project management