



INA ANDREA STRIDDE

   / INA ANDREA STRIDDE

/ PROFILE

Agile & creative mind with exceptional analytical-strategic thinking.

10+ years professional experience in marketing and communication.

Specialization: Branding, Digitalization, Innovation & Development, Campaign- and Project-Management.

/ WORK EXPERIENCE

>> Co-Founder

Communication- & Branding Consulting

Ina Andrea Stridde

Black Milk Studios | January 2017 - current

- Consulting entrepreneurs and start-ups on positioning and establishing their brand
- Development of communication & digitalization strategies
- Concept & Creation of digital presence and webdesign

>> Founder & Coach

Burn-Out prevention

Ina Andrea Stridde | March 2015 - heute

- Established a personal brand through an inbound marketing approach: building a thought leadership, providing content
- Conception and moderation of workshops, seminars and trainings
- Corporate executive coaching and corporate inhouse health consulting

>> Cross Media Communication Management

AUDI AG | May 2012 - February 2015

- Strategic planning and steering of marketing campaign, multi-channel and cross-media (above-the-line und below-the-line)
- Accountable for the incorporation of product- and brand strategy in marketing communication and campaign
- Creation and moderation of agency briefings
- Audience evaluation, message management, competitive analysis
- Instructing contractors

CONTACT

+49 176-231-77-231

www.inaandrea.com
ina@inaandrea.com

INA ANDREA STRIDDE

/ SKILLS

Creative
Agile
Self-initiative
Empathetic
Resilient
Teamplayer

German – native speaker
English – business fluent
Spanish – excellent command
Portuguese – proficient
French - elementary
proficiency
Indonesian - basic
communication skills

Copywriting - very good
Wordpress - good
Adobe Creative Suite - good
MS Office - good
UI/UX - basic
SEO & SEA - basic

/ PERSONAL

>> Interests

Movement >> Pilates, Dance
Adventure >> Hiking, Surf, Climbing
Travel >> Languages, Culture, Food

>> Personal

Born 26.04.1983 in Bremen

Contemporary Dance
500 hr Comprehensive Pilates Teacher
200 hr Yoga Teacher

/ WORK EXPERIENCE

>> AUDI DESIGN Communication

schnellervorlauf GmbH | February 2011 - April 2012

- Branding, Communication and Eventmanagement AUDI DESIGN
- Re-Positioning of the AUDI DESIGN brand
- Representation AUDI DESIGN and conception AUDI Pavillion Wolfsburg
- Exhibition concepts
- Public Relations

>> Lifestyle Communication

AUDI AG | May 2010 - February 2011

- Relationship management of stakeholders (Journalist, Writers, Blogger etc.)
- Journalist support & assistance for international product presentation, shows and events
- Research and editorial of inhouse media and press release

/ EDUCATION

>> Bachelor of Arts

INTERNATIONAL CULTURAL & BUSINESS STUDIES

Universität Passau | 2004 - 2009

- Schwerpunkte: BWL, Sprachen, Interkulturelle Kommunikation, Marketing & Kommunikation
Note: 2,1
- "Corporate Cultural Responsibility" Empirische Bachelorarbeit
Note: 1,3

>> MAGISTRADO I Auslandsstudium

Universidade Federal da Bahia, Salvador, Brasilien
I 2008 - 2009 I

>> Zusatzqualifikationen

- Neuromarketing
- Content-Marketing
- Sales Psychology

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