

Noreen Thiel

MARKETINGCOMMUNIKATION

PROFESSIONAL EXPERIENCE

07/2026 -

SOCIAL CREATIVE | ENKIME

Rough and detailed concept development and scriptwriting for social and video campaigns for brands such as Burger King, Milka and Deutsche Bahn; on-set shoot supervision.

06/2025 - 06/2026

JR SOCIAL CONCEPTER | ZUM GOLDENEN HIRSCHEN BERLIN

Social media content concepts, content series development and scriptwriting for a range of clients, from political institutions to brands; first projects in production and video editing.

04/2024 - 05/2025

CONTENT EDITOR | FDP PARLIAMENTARY GROUP, GERMAN BUNDESTAG

Social media monitoring, editorial planning, and strategy, Content production and graphic design

10/2020 - 03/2024

SOCIAL MEDIA WORKING STUDENT (20H) | FDP PARLIAMENTARY GROUP, GERMAN BUNDESTAG

Social media monitoring, Graphic design and content planning

PROJECT WORK

03/2024 - 06/2024

TIKTOK STRATEGIST / CONTENT CREATOR / ACCOUNT MANAGER DR. MARIE-AGNES STRACK-ZIMMERMANN

- Gained over 30,000 new followers in just under three months through organic growth.
- Produced at least one video every two days (71 videos total); every video surpassed 10,000 views, with: 22 videos exceeding 100,000 views, 5 videos surpassing 500,000 views, 1 video reaching over 1 million views.
- Achieved all results without any paid advertising (organic reach only).
- Notably praised in media reports for masterfully leveraging short-form video strategies against political opponents.

11/2022 -

K-POP INSTAGRAM BUSINESS & COMMUNITY PERSONAL PROJECT

- Built and scaled a niche Instagram account focused on K-pop photo card trading and group orders to over 3K organic followers and 3.4K+ customer reviews/proofs.
- Developed and implemented a content strategy that consistently generated engagement and conversions for group order posts.
- Managed end-to-end customer communication and logistics, including claim tracking, payments, updates, and packaging/shipping.
- Maintained regular contact with Korean suppliers and coordinated international shipments, customs, and domestic delivery.
- Established a strong brand voice and built long-term customer relationships through community engagement and proactive support.

EDUCATION

04/2024 - 12/2025

SRH FERNHOCHSCHULE

MBA Digital Marketing

10/2020 - 03/2024

SRH BERLIN SCHOOL OF DESIGN AND COMMUNICATION

B.A. in Marketing Communication

Final grade: 1.6 / 3.4 GPA

SKILLS

PHOTOSHOP

INDESIGN

MICROSOFT OFFICE

GERMAN NATIVE

ENGLISH PROFICIENT