



ADELIA SOMMER

CONTENT MANAGER

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adeliasommer.com

PROFILE

4 years of experience in content planning and producing, especially in paid and organic marketing. Related skills entail copywriting, photography, videography, and web design. Passionate about planning and creating strategic content.

EXPERIENCE

FREELANCE PHOTOSHOOT DIRECTOR (2018-2019)

- Scout talents
- Plan photoshoots (Ideas, location, wardrobe)
- Direct photoshoots

PART-TIME CONTENT WRITER KALLA IMAGE SURABAYA (2018-2019)

- Write social media content

CONTENT WRITER INTERN JCK ENTERPRISE SURABAYA (2019)

- Write social media content

PART-TIME CONTENT WRITER JCK ENTERPRISE SURABAYA (2019-2021)

- Write social media content
- Write text for pamphlets

SOCIAL MEDIA & MEDIA RELATIONS INTERN LIFEBONDER DENMARK (2020)

- Plan and write social media content
- Assist with media relations
- Video production

SOCIAL MEDIA COORDINATOR INTERN AIROFIT COPENHAGEN (2020-2021)

- Plan and execute paid & organic content (Instagram, Facebook, Youtube, Google)

- Plan and direct photoshoots with ambassadors
- Plan and produce visual content for internal and external purposes (B2B & B2C)
- Assist with influencer communications
- Assist with e-mail marketing

PART-TIME CONTENT MANAGER AIROFIT COPENHAGEN (2023-present)

- Plan and execute paid & organic content
- Write copy for paid & organic content
- Plan and execute photoshoots with ambassadors
- Design web pages and landing pages
- Assist with designing marketing materials (e.g. packaging, banners, brochures, etc)

EDUCATION

BACHELOR OF COMMUNICATIONS AIRLANGGA UNIVERSITY (2016-2019)

- A wide range of specializations within the field of communications, focused mainly on media studies

MA - COGNITION & COMMUNICATION UNIVERSITY OF COPENHAGEN (2021-2023)

- Focuses on the relationship between human cognitive processes and media consumption

ELECTIVE COURSES COPENHAGEN BUSINESS SCHOOL (2022)

- Consumer psychology
- Neuromarketing

SKILLS

Adobe Creative Suite, Final Cut Pro, Figma, Google Workspaces, Microsoft Office, Scrum

LANGUAGES

- Bahasa Indonesia (Mother tongue)
- English (Bilingual proficiency)
- Danish (Modul 4/B1)