

# SOPHIE RÖCKEN

*Communication, Marketing & Project Management*



## Phone

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## Website

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## PROFIL



*Sophie is the Project Lead of Communication & Media Production for Bechtle within the Marketing Centre of Excellence, where she specialises in communicating about products, strategy and company culture through different formats across 11 European countries. Sophie is team-minded with the strength to keep the overview in a fast-paced environment and uses her positive energy to motivate others.*

## WORK EXPERIENCE

### MARKETING PROJECT MANAGER

*Bechtle E-Commerce Holding AG/ October 2020 - today*

- Project and team lead for communication and media production
- Planning and executing communication activities in close collaboration with all stakeholders
- Managing creation and production of highly converting content in different formats tailored to the right audience
- Running PR campaigns and handling the collaboration with agencies to generate top media coverage
- Driving internal communication initiatives to support the transformation and sustainability strategy
- Managing the first european sustainability project regarding CO2 emissions of an IT solution
- Organising, executing & moderating internal events and presenting updates to the executive board or managing directors

### PROJECT MANAGEMENT & EXECUTIVE ASSISTANT

*Bechtle E-Commerce Holding AG/ Decembre 2019 - October 2020*

- Supporting key activities of Executive Vice President and member of the board of E-Commerce Holding AG, Thomas Jensen
- Tracking and overseeing several transformation strategy projects to ensure good processes and consistent, scalable project management
- Development of communication & PR strategy to build up thought leadership

### PROJECT & EVENT MANAGEMENT

*Red Rock Production/ May 2016– July 2019*

- Supervising numerous international projects and events
- Managing, planning and executing several multi-artist music shows (Paris, London, Berlin, New York)
- Planning a documentary film production which included conducting interviews, coordinating shooting days and media relations for premiere broadcast
- Content creation, copywriting, Marketing, Social Media & Public Relations
- Working with PR agencies in and outside of Germany
- Organising PR events, coordinating journalists and interviews

### PR INTERNSHIP

*Sage & Schreibe PR/ September – December 2014*

- Developing media strategies & drafting press releases & documentation of publications

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## SKILLS

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### Languages:

- German: native
- English: fluent
- Spanish: intermediate
- Hungarian: basics
- Latin: proficiency certificate

- Project Management
- B2B & B2C Communication
- (Digital) Marketing & Branding
- Event Management
- Media Planning (Analysis, Strategy, Measurement)
- Social Media
- Copywriting
- Agile methodologies
- Basic skills of Adobe CC

### Experience abroad:

- Marketing Centre of Excellence operates in 11 countries
- Work: Germany, USA, United Kingdom, France, Spain & Hungary
- Barcelona, Spain (2018 - 2020)
- Central- & Southamerica (March-August 2017)
- Nicaragua Excursion (February 2014 & 2015)
- Montreal, Canada (August 2008 - June 2009)

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## ACADEMIC EXPERIENCE

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### PRODUCT MANAGEMENT

*AllWomen Tech/Barcelona/Spain/September 2019-December 2019*

### MASTER OF ARTS - *Magna Cum Laude*

### COMMUNICATION AND FUTURE MARKETING

*GBSB Global Business School/Barcelon/Spain/2018-2019*

### BACHELOR OF ARTS

### COMMUNICATION SCIENCE

*Paris-Lodron Universität/Salzburg/Austria/2012-2016*

### ABITUR

*Gymnasium Tutzing/Tutzing/Germany/2011*

### ACADEMIC LANGUAGE PROGRAM, RADIO- & FILMPRODUCTION

*CEGEP John Abbott College/Montreal/Canada/August 2008-June 2009*