

JANINA OTTMA

CONTENT MARKETING EXPERT
CONTENT / SEO CONSULTANT
ONLINE / SEO EDITOR

CONTACT

E MAIL

hello@notjanina.com

RESIDENCE

Berlin

DATE OF BIRTH

November 17, 1987


PLACE OF BIRTH

Werne, North Rhine-Westphalia

NATIONALITY

German

 /in/janina-ottma

 /profile/Janina_Ottma

EDUCATION

Oct 2012 to Sept 2019

Master of Arts, Sociology

Bielefeld University
Focus: Media and
Gender Studies
Final Grade (preliminary): 1,6

Jan 2014 to Nov 2017

Desktop Publishing, correspondence course

Hamburger Technische Kunstschule
Focus: Adobe Photoshop, Illustrator
and InDesign
Final Grade: completed successfully

Oct 2008 to Aug 2012

Bachelor of Arts, English and Sociology

Bielefeld University
Focus: American Culture, Media and
Gender Studies
Final Grade: 1,8

Aug 1998 to June 2007

Abitur

Gymnasium Lünen-Altlünen
Final Grade: 2,3

WORK EXPERIENCE

since April
2020

SEO EDITOR

Funke Mediengruppe, Berlin

achievement: search engine optimization for central editorial content

specialities: content cluster optimization, digital content creation for Hamburger Abendblatt, Berliner Morgenpost and WAZ (among others)

Oct 2019 to
Mar 2020

PROJECT MANAGER

Wikimedia Deutschland e.V.

achievement: successfully conducted the "New Editors Thank You Campaign 2020" – an annually re-occurring banner campaign aiming to increase the number of active Wikipedia editors – in cooperation with Wikimedia's fundraising team

specialities: stakeholder management, conceptualization, workflow management

Aug 2018 to
Apr 2019

PROJECT LEAD ONLINE EDITOR

Ippen Digital Media, München

achievements: assigned project lead, gained experiences in key accounting as well as further experience in entry-level management, increased knowledge of onpage and offpage SEO

specialities: content strategy (conceptualization, persona development), consulting (content and technical SEO analyses/auditing), project management (stakeholder management, onboarding/workflow management in project team, reportings with Google Analytics, customer management)

Oct 2016 to
July 2018

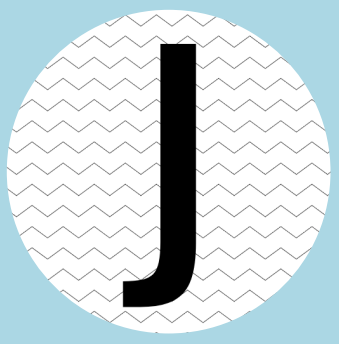
TRAINEE

Ippen Digital Media, München

achievements: successfully completed online editor training, assigned project lead position, gained expertise in SEO and content management systems as well as further experience in entry-level management

specialities: content creation (online: blogging, storytelling, SEO content, slogans, print: brochures, video/photo: social media shoots), project management (editorial plans, reportings with Google Analytics), content strategy (attended target audience workshops, created styleguides), pitch preparation

WWW.NOTJANINA.COM



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LANGUAGES

- GERMAN ●●●●●
- ENGLISH ●●●●●
- FRENCH ●●●●●
- SPANISH ●●●●●

VOLUNTEERING

Tierschutzverein für Berlin
Cat Cuddle Buddy
since December 2019

Arbeiterkind e.V.
Member Local Group Munich
August 2018 to August 2019

Stand Up Speak Out
Co-Founding and -Management
June 2015 to September 2016

FURTHER TRAINING AND CONFERENCES (SELECTION)

- [Digital Pride Hackathon](#) | May 2020
- [Women's Coding Day](#) | Mar 2020
- [SEO Basic](#) | Nov 2018 • [Social Media Summer Camp](#) | July 2018 • [Medientage München](#) | 2016, 2018 • [Making Money with Blogs and Websites](#) | Mar 2017 • [Volontärskurs Print/Online](#) | Aug to Sept 2017 • [Facebook, Twitter, Instagram](#) | | Apr 2017 • [Identifying Topics and Storytelling for Corporate Publishing/Content Marketing](#) | Feb 2017 • [Switching to Photoshop CC](#) | Dec 2016 • [International English Language Testing System](#) | .COM Dec 2007

WORK EXPERIENCE (CONTINUED)

May 2017 to June 2017

INTERN

Münchner Merkur/tz, München
achievement: further experience in online content creation
specialities: creating boulevard and news stories for an online audience, focus on national news

since 2014

FREELANCER

e.g. blogging for exposingtruth.com (2014 - 2016)
achievement: building experience in digital content creation
speciality: creating scientific yet engaging content for an online audience, focus on (mental) health and social equality

Sept 2011 to Sept 2016

STUDENT ASSISTANT
INTERN PRINT/ONLINE

BVA Bielefelder Verlag, Bielefeld
achievements: first experiences in editing (print and online), first experiences in managing (entry-level)
specialities: onboarding of new student assistants, proof-reading, working with Adobe InDesign

Mar 2010 to Apr 2010

INTERN

Equality Body City of Gütersloh
achievement: gained insights in political communication
specialities: creating flyers, editing speeches for the Head Equal Opportunities Officer

June to Dec 2007

AU PAIR

Childcare International, London, UK
achievement: completed language certificate IELTS at Westminster University
specialities: practical use of the English language

FAVOURITE TOOLS

- Google Analytics • Google Search Console • Sistrix • Searchmetrics • Google Trends and Suggest • WordPress • Contentful • Adobe Suite • MS Office • ScreamingFrog • Asana • Trello • Answerthepublic • Seorch • Similar Web • Seobility • Ryte • Elementor • ACF • Yoast SEO