



TESSA SCHULZ COMMUNICATIONS



More than 15 years of experience in the fields of communications, marketing and event management and public relations, project management and strategic networking

Managing owner of TSC Communications: www.tessaschulz.com

° **Professional working style:**

- Ability to work independently, with an analytical and structured mindset
- Ability to work well in a team, showing a high level of commitment and motivation
- A distinct customer orientation, combined with a strict cost-consciousness
- Ability to cope with pressure, willingness to travel
- reliable, creative, with intercultural skills and experiences

Hard Skills / Soft Skills:

° Expertise in project work and project management, from planning to organization to evaluation, expertise in developing business networks and strategic partnerships

° Expertise in brand building, target group communication and increasing sales

° Expertise in tourism and cultural marketing:

From event and trade fair management, to managing print and online appearance, to media planning and media relations, product development, set up of marketing and distribution channels, development of innovative sales concepts

° Expertise in working with different cultures and clients, from small start-ups to SME and global players

° Excellent networks and well-established contacts in Berlin and throughout Germany

Personal details:

° Name: Tessa Bösche, born Schulz

° Date of Birth: 19.06.1979

° Married, with one child

° 2001 to present: regular travels to New Zealand, 2003 to 2015: Berlin-based



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Professional Career



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2011 up to present: Managing owner and entrepreneur

TSC Tessa Schulz Communications

Marketing, Promotions & Public Relations

Project management for New Zealand and German clients in the fields of tourism, culture and education



2006 up to present: **Berlinagenten**, Berlin

Event and project management for corporate events (Deutsche Telekom, AXE Unilever, Wella, Knauf, Bundesverband Volksbanken Raiffeisenbanken)



07/2009 – 06/2010

Marketing and communications at **zitty Berlin**

Being published fortnightly, Zitty and tip Berlin are Berlins

biggest magazines on what is happening in Germanys capital

Jobs: development of campaigns and media-planning. Liaison

With media partners and sponsors, event management



08/2008 – 05/2009

Marketing and public relations **MEININGER City Hotels, Berlin**

MEININGER owns 16 hotels and hostels in 10 European cities

Jobs: Conceptual set-up and organisation of the marketing and

pr department, planning of trade fairs and customer events,

association with media and corporate partners.

PA to the managing director



03/2006 – 08/2008

Head of event and promotions, **Velotaxi GmbH Berlin, Berlin**

CityCruiser, a Berlin innovation of the velotaxi company,

combines outdoor media with ecologically friendly urban

transport.

Jobs: Management of event and promotional department.

Selling and organizing customer events. Building sponsorships.

Product development, personal management



09/2004 – 03/2006

Sales promotion, **visitBerlin GmbH, Berlin**

The Berlin Tourism Board promotes Berlin as a tourist

destination world-wide to both travel industry and FIT

Jobs: Sales Manager, Organisation of fam trips for travel

industry and media, trade fair and campaign management



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Past & Current Projects and Clients



2010 up to present: **STUDY NELSON Ltd., Nelson, New Zealand**
Strategic consultation in the fields of business development, strategic positioning and set up of sales channels on the German market
2006 up to present: trade fair representative for Study Nelson Ltd.
2001 up to present: regular travels to New Zealand



2006 up to present: **Berlinagenten, Berlin**
Event and project management for corporate events



2012 to 2014: **New Zealand Trade & Enterprise, Hamburg**
Freelance project assistant „New Zealand Wine High Impact Project“
(Image campaign in Germany, Sweden and The Netherlands),

360° medien

2011 to 2014: **360° medien (Publishing House), Mettmann**
Set up and mail out press releases, set up press database, media relations



2012: **New Zealand – Guest of Honour at Frankfurt Book Fair**
Conception and management of the
„Culinary Festival Frankfurt – New Zealand is Cooking“
(<http://www.leonjaskowitz.com/kulinarisches-festival/>)



2012: **New Zealand – Guest of Honour at Frankfurt Book Fair**
Co-ordination of guest relationship management on behalf of Education New Zealand: selection, training and management of 40 German hosts to represent New Zealand during Frankfurt Book Fair



Arbeitsgemeinschaft Kino
Gilde deutscher Filmkunsttheater e.V.

2010: **Arthouse Cinemas in Germany, Berlin**
Conceptual set up and creation of an image brochure
„Marketing opportunities with arthouse cinemas in Germany“
On behalf of AG Kino – Gilde deutscher Filmkunsttheater e.V.



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Training and further education

- 2016-17 Course „Outdoor Education” – Working with groups by using elements of nature, theatre, play to develop individual strengths and social skills, eventus Berlin
- 2012 Mc Kinsey & Company, Berlin (Germany)
Project “StartSocial” under the patronage of Angela Merkel, Chancellor of the Federal Republic of Germany. Coach for business administration expertise and know-how
<https://www.startsocial.de/>,
- 2008 Scholarship by startsocial for velotaxi Berlin
- 2002-2004 Customer service and product presentation for international clients at trade fairs
InterCris Messeagentur GmbH, Laatzen
- 2001 Marketing and sales distribution for travel packages to the „2001 WOW World of Wearable Arts Awards®“
www.worldofwearableart.com/
Nelson Tourism Services (Study Nelson), Nelson, New Zealand
- 04/1999 – 09/2004 Diploma in tourism management (Masters of Arts),
Hochschule Harz, Wernigerode
Thesis: Youth marketing for tourist destinations

Selected references

Birgit Neumann, Managing Director, Study Nelson Ltd.
Contact: birgit@studynelson.com

Henrik Tidefjård, Key of Company and Entrepreneur, Berlinagenten
Kontakt: henrik@berlinagenten.com

Sabine Fehrmann, Business Development, New Zealand Trade & Enterprise
Kontakt: Sabine.Fehrmann@nzte.govt.nz

Inka Rehahn, Deputy Director Market Management, visitBerlin GmbH
Kontakt: Inka.Rehahn@visitberlin.de

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