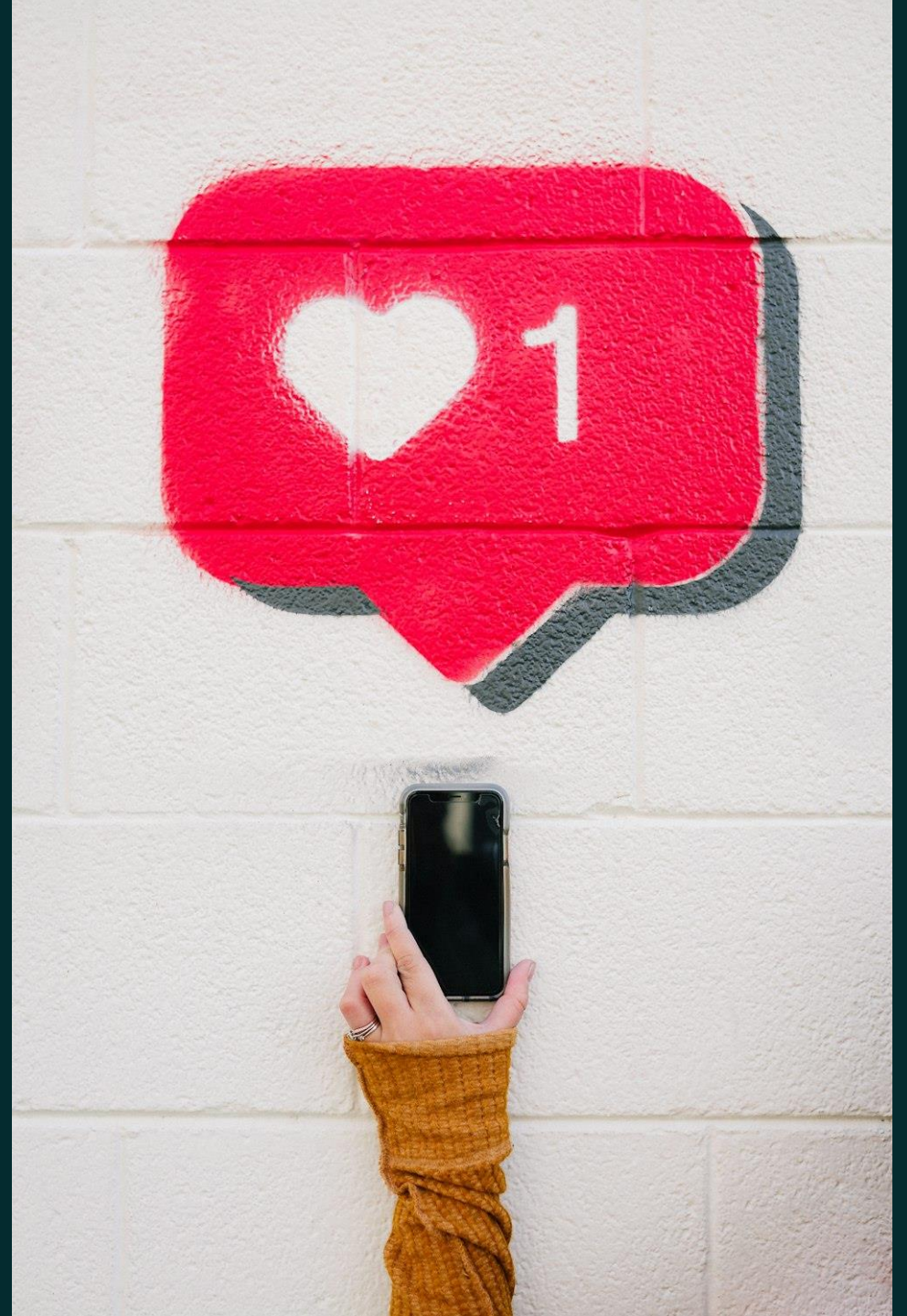


PORTFOLIO CHRISTINA PHILIPPE

**DIGITAL STRATEGIST &
SOCIAL MEDIA MANAGER**

Overview of selected campaigns and services



ABOUT CHRISTINA

As an experience Digital Strategist and Social Media Manager, I have been designing and executing tailored communication campaigns for a diverse range of clients for nearly 15 years. I collaborate closely with designers and developers to create user-centric digital experiences, using data-driven insights and best practices. In addition, I leverage my expertise in PR and performance marketing to craft engaging content, establish strong media and influencer relationships, and enhance brand visibility and reputation. I am passionate about delivering impactful and innovative solutions that meet the needs and expectations of the target audiences. I value teamwork, learning, and excellence, and I am always eager to explore new challenges and opportunities in the digital field.



SERVICES

SOCIAL MEDIA

Community Management

Empathetic and efficient community management on all platforms, with a solid understanding of customer and consumer needs as well as regulatory watch outs. Expertise in running community management for Deutsche Telekom, PENNY, Fiat, Jeep, Alfa Romeo, Shell and more.

Paid Social

Set up of campaigns as well as development of strategic framework for any ad budget with main expertise on Meta, Google, TikTok and LinkedIn. Previous experience in running campaigns during FIFA World Cup, for Weight Watchers Germany, federal government and others.

Analytics and reportings

Ongoing analysis of running campaigns and platform activities. Creation of in-depth reportings and easy to follow guidance on needed changes in campaign set up.

SERVICES

COPYWRITING

Long copy

Blog posts, website copies and long form content series for platforms like LinkedIn or Medium. Expertise in writing for W&V, Lead Digital, Avira or Mobilegeeks.

Translations

Translation check and content creation for German and English. Previous experience includes Salesforce, Sachs Aftermarket.

Social Media

Engaging social media copy for all platforms, including CEO content for LinkedIn. Experience includes creation of ongoing content for Fiat, Jeep, STOKKE and Qiagen.

SERVICES STRATEGY

Campaign strategy

Creation of engaging and actionable campaign strategies with focus on target group needs and experiences.

Content and Channel Strategy

In-depth analysis of target groups and key messages to create step by step strategy guidelines for social media channels and content.

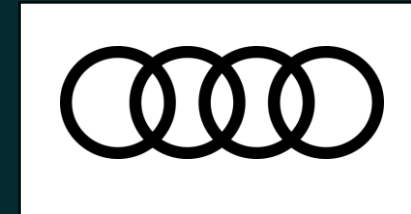
Influencer Marketing

Selection and 360 management of influencers including briefings, ongoing project supervision and contract negotiations.

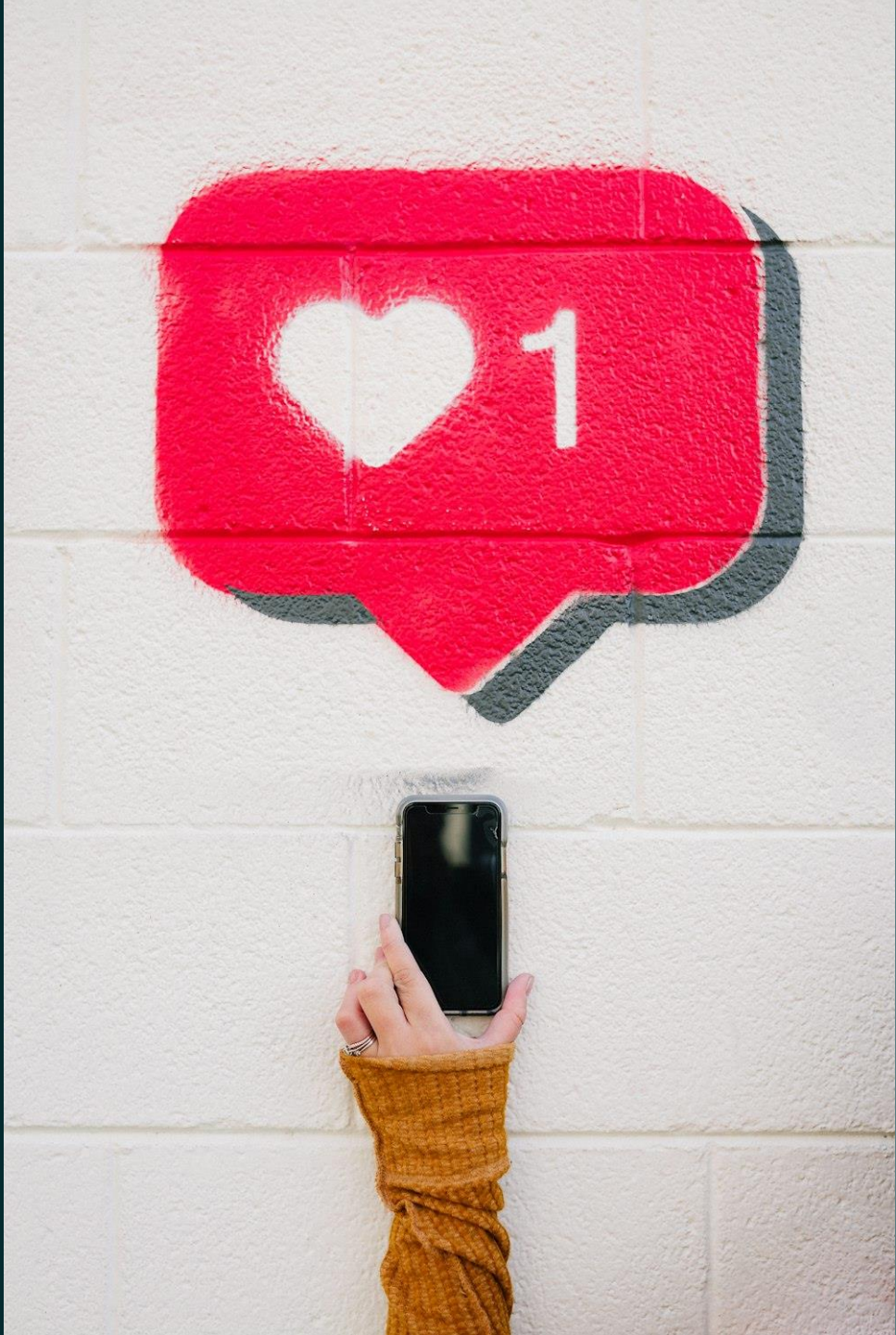
ALSO AVAILABLE AS: INTERIM TEAM LEAD

Two years of experience in leading international, remote teams as well as marketing agencies for companies like QIAGEN and Grohe. Happy to support in short term sick leave, maternity/paternity cover or during sabbaticals.

BRANDS AND ORGANIZATIONS I WORKED WITH:



SELECTED WORK



DELL Tough Enough

Goal: Campaign that targets the usually very critical sys admins and IT workers to get them to engage with DELL and learn about enterprise solutions

Output: 16 part webseries on YouTube and tumblr blog to create memes with the user issues IT employees face when trying to save the day.

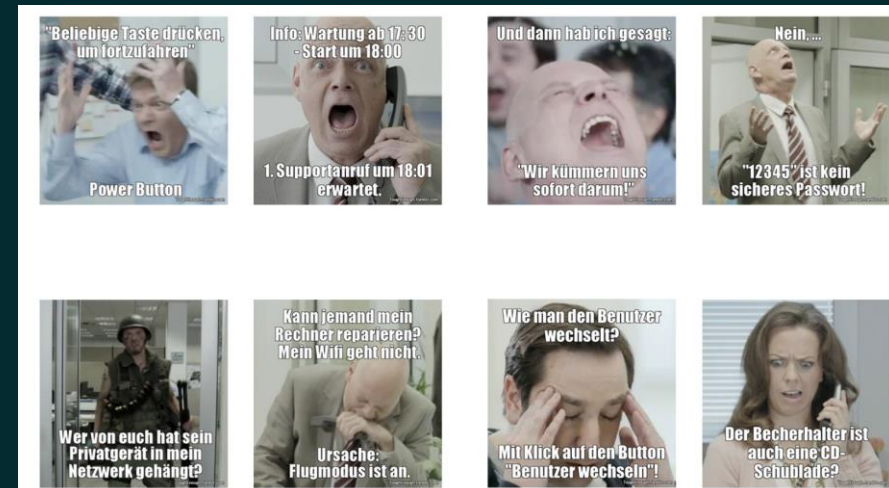
Tasks: Community Managemt, Paid Social

Results:

217.000 views on tumblr

15.000 business leads

Cannes Silver Lion (Community)



Images: <https://www.horizont.net/marketing/nachrichten/Content-Marketing-Dell-und-Mediacom-feiern-die-Helden-der-IT-130966> and <https://engelswert.de/dell-tough-enough/>
Case results: <https://www.gwa.de/content/files/cases/1010.pdf>

Volkswagen: Das Fan Auto

Goal: Campaign accompanying the FIFA WORLD CUP in Brazil and engaging football fans by giving them the opportunity to live out their Pimp My Ride dreams with three different cars and Influencers Frank Buschmann, Fernanda Brandao and Simon Desue.

Output: webseries on YouTube showcasing the modification of the car as well as several social media posts by the influencers and an intro video with the national football team

Tasks: Community Management, Paid Social and Influencer Marketing



Images: <https://engelswert.de/volkswagen-fan-auto/Case results:>
<https://www.gwa.de/content/files/cases/1010.pdf>

Federal Ministry of economics

Content creation for LinkedIn, Facebook and Twitter (now X) as well as community management and live social media newsroom supervision during Livestreams.

Contribution to strategic overall of accounts and paid advertising supervision.



Images:
<https://www.facebook.com/BMAS.Bund/photos/t.100069335524488/2977227552326107/?type=3>

Qiagen: Vietnam War & Zika

Creating social media and PR Content pieces regarding Qiagens work with the ICMP to identify victims of the Vietnam War in mass graves for Qiagens Facebook page and partners, including contribution to info material for families of victims on DNA analysis.

Campaign on the Zika Virus and its impact on the Olympic Games in Brazil. Social media content, PR copy and brochures.



QIAGEN · Folgen

15. Januar 2016 · 🌐

The Vietnam War ended more than 40 years ago, still over half a million missing Vietnamese soldiers and civilian victims haven't been identified. In a mission to finally bring families certainty about the fate of their missing relatives, the country's largest ever systematic identification effort is under way, allowing to identify up to 10,000 people a year. We are proud to team up with our partners and to provide our Sample to Insight Technologies to help identify those who have been missed for so many years. <http://fal.cn/K-ND>



QIAGEN

30. August 2016 · 🌐

Today is the "International Day of the Disappeared". Join the global campaign of the International Commission on Missing Persons and light a virtual candle that represents a person missing. It is our privilege to collaborate with the ICMP and support their worldwide search and identification efforts. They bring certainty to families of those who went missing because of human rights abuses, migration and disasters – or in war conflicts like in Vietnam.



QIAGEN · Folgen

11. Juli 2016 · 🌐

The outbreak of the Zika virus is not only overshadowing the Summer Olympics in Brazil, but meanwhile imposes a threat to more than 30 other countries in the Americas and the Caribbean. Like with every outbreak, diagnostic testing is a key component of the response plan in order to successfully interrupt the chain of infection – especially if no vaccination or treatment is available. Read the story on how we help to contain the Zika and other outbreaks with our teams and technologies.

Images:

<https://www.facebook.com/BMAS.Bund/photos/t.1000693335524488/2977227552326107/?type=3>

Copywriting

W&V: Freiheit im Netz und was sie uns wert ist

<https://www.wuv.de/Archiv/Freiheit-en-im-Netz-und-was-sie-uns-wert-ist>

Lead Digital: LeFloid und Merkel - Was jetzt daraus folgen muss

<https://www.torial.com/christina.philippe/portfolio/87021>

Mobilegeeks: Mobile Wallets – Telkos auf dem Vormarsch

<https://www.torial.com/christina.philippe/portfolio/87006>

Testimonials

„Die Zusammenarbeit mit Christina ist ausnahmslos geprägt von maximaler Zuverlässigkeit, Flexibilität und Dynamik. Außerdem ist Christina wahnsinnig kreativ und inspirierend und kann sich extrem schnell auf neue Themen, Kunden und Briefings/ Anforderungen einlassen. Die Arbeit mit ihr macht sehr viel Spaß und ich würde sie immer wieder für die Strategie- und Konzept-Entwicklung unserer Digital-Projekte beauftragen.“ – Juliane Broß, CEO STILGEFLÜSTER – Agentur für Kommunikation e.K.

„Vom Aufbau der Social Media Kanäle für unsere Kunden über die richtige Influencer-Ansprache bis hin zu Kampagnen auf Instagram und Facebook hat uns Christina immer sehr hilfsbereit und kompetent unterstützt. Vielen lieben Dank für die gute Zusammenarbeit! „ – Hannah Frey, wickert medien design GmbH

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**THANK
YOU**

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