MARLÉN JACOBSHAGEN

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EDUCATION

VelpTECH GmbH, Berlin   10/2023 - current

- Certificate in Python and Machine Learning, Deep Learning with TensorFlow, Data Science, and SQL

University of Limerick   09/2021 - 09/2022
Master of Applied Linguistics

- Research area: Computational Sociolinguistics, Pragmatics, NLP for Social Media
- Thesis: "The North is nai": A netnographic analysis of expressed Northern Irish identity on Twitter
- Graduation with First Class Honours (1.1)

Technical University, Berlin   08/2020

- Summer School Credit in Data Science with Python

Humboldt University, Berlin   10/2013 - 10/2016
Bachelor of Scandinavian Studies

- Research area: Swedish film, 1960-1970s Swedish media, Scandinavian linguistics
- Thesis: Sauber. Sündig. Skandalös. Der erotische schwedische Film der 1950er und 1960er Jahre und seine Rezeption in der Bundesrepublik Deutschland
- Exhibition about Danish Film "Delikatessen und Sonderlinge - Ausstellung zum dänischen Film" as part of the Long Night of Science in Berlin 2014
- Participation in and planning of Institute conferences in 2014 and 2015
- Presentation of research at German-speaking Scandinavian Studies student conference in Vienna 2016
- Planning and teaching of short Swedish language class as part of the Long Night of Science in Berlin 2015

WORK EXPERIENCE

Freelance Content Creator, Berlin   01/2017 - current

- Development of data-led communication strategies
- Translation, localisation and subtitling
- Social Media Management
- Editorial work

- Projects of Note:

    - Translation for TV Show: 14 - Tagebücher des Ersten Weltkriegs (LOOKS TV for arte)
    - Live on-stage Q&A interviews: Nordic Film Days, Lübeck
    - Production of online show: Private Parts by Venus Libido (for Womanizer)
    - Publication: Berlin Like a Local: By the People Who Call It Home (for DK Eyewitness)
    - Communication strategy for multinational Online Event: Europe Talks (for ZEIT)

Embassy of Ireland, Berlin   10/2022 - 10/2023
Public Diplomacy & Policy Officer

- Contact database management
- Training for data management and maintenance
- Communication strategy for Social Media
- Networking with political contacts and representatives of organisations and parties
- Event management

Cognizant, Dublin   03/2022 - 09/2022
Senior Process Executive (NLP Team)

- Coding and translating frameworks for the localisation of user-prompted speech assistant responses, ensuring natural and linguistically sound output
- Annotation and review of data
- Creation of standardised guidelines for data acquisition
- Monitoring data collection
- Grammar development

HateAid, Berlin   02/2021 - 09/2021
Social Media Manager

- Planning and holding workshops for community managers with a focus on strategies for digital violence
- Community and social media management
- Editorial and content planning

door2door, Berlin   08/2019 - 01/2021
Social Media Manager

- Social media management
- Developing a content strategy across all channel
- Branding of new products
- Creating and translating standardised communication materials and press releases

Blogfabrik, Berlin   12/2017 - 11/2018
Project Manager

- Audience development for the new online magazine Qiio by Deutsche Bank
- Social media ads
- Creating and curating online content
- Managing freelance writers and photographers, promotion and cooperation

Yorck Kinogruppe, Berlin   07/2017 - 11/2017
Digital Marketing Manager

▪ Social media and community management for all social media accounts
▪ Developing and managing digital marketing campaigns
▪ Developing email marketing strategy

Webedia, Berlin   11/2016 - 05/2017
Project Manager

▪ Creative management of the "Was hast du vor?" campaign by Deutsche Bahn
▪ Managing a team of freelance writers and photographers
▪ Influencer marketing
▪ Social media and community management for film production and distribution company StudioCanal
▪ Creating and curating online content for film production and distribution company Tobis

TECHNICAL SKILLS

Content management and design

Adobe Suite, WordPress, Typo3

Project management

Microsoft Suite, Google Suite, Trello, Atlassian Suite, SCRUM

Programming and data science

HTML, Python, R, SQL, Data Science, Data Mining, NLP, Machine Learning, Data Visualisation

LANGUAGES

German - Native   **English** - Full professional proficiency
Swedish - Limited working proficiency   **French** - Elementary proficiency