

# MARLÉN JACOBSHAGEN

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## EDUCATION

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### Europa Universität Viadrina, Frankfurt (Oder)

03/2024 - current

PhD candidate

- Research in the field of Human Machine Interaction, Posthuman Linguistics and Interactional Linguistics

### VelpTECH GmbH, Berlin

10/2023 - 03/2024

Certificate

- Course 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 - 08/2020

Summer School Certificate

- Summer School Course 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

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### Research Assistant

03/2024 - current

Europa Universität Viadrina, Frankfurt (Oder)

- Research assistance as post of Emmy Noether Research Group ‘Posthumanist Linguistics. Communicative Practices between Humans, Animals and Machines’ led by Dr. Miriam Lind

### Freelance Content Creator

01/2017 - current

Self-Employed, Berlin

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

- Projects of Note:
  - Multimodel, international exhibition: A summer of hope (Embassy of Ireland)
  - 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)

**Public Diplomacy & Policy Officer** 10/2022 - 10/2023

Embassy of Ireland, Berlin

- 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

**Senior Process Executive (NLP Team)** 03/2022 - 09/2022

Cognizant, Dublin

- 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

**Social Media Manager** 02/2021 - 09/2021

HateAid, Berlin

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

**Social Media Manager** 08/2019 - 01/2021

door2door, Berlin

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

**Project Manager** 12/2017 - 11/2018

Blogfabrik, Berlin

- 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

**Digital Marketing Manager** 07/2017 - 11/2017

Yorck Kinogruppe, Berlin

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

**Project Manager** 11/2016 - 05/2017

Webedia, Berlin

- Creative management of the “Was hast du vor?” campaign by Deutsche Bahn
- Managing a team of freelance writers and photographers
- Influencer marketing
- Social med
- Creating and curating online content for film production and distribution company Tobis

## **TECHNICAL SKILLS**

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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**

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German - Native

English - Full professional proficiency

Swedish - Limited working proficiency

French - Elementary proficiency