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 **victoria wieder | oceanfreelancers**

 **[victoria-wieder-9317671b7/](https://www.linkedin.com/company/victoria-wieder-9317671b7/)**

SHORTPROFIL

As a self-employed Social Media Manager since May 2022, I cater to clients in the hotel, beauty, and sports industries, all focusing on sustainability.

My responsibilities include community management & content planning: text, reels, and graphic design for platforms such as IG, FB, LI, X, YT and Tik Tok - the full package.

Previously, I worked as a Content Editor Manager for 3 years at the German TV production NDR, handling news across radio, TV, and web. This included editing videos with sound and text for the online media library.

My expertise lies in passionate digital design for all media platforms, and I take great pleasure in sharing and explaining my knowledge.

WORK EXPERIENCE

JUN 2022 - TODAY

Social Media Manager (Freelancer)

- client service
- content planning
- community management
- copywriting
- image, graphic design & video editing
- tools: meta, later, storrito, emplifi, canva, adobe suite, etc.

 [@miramontiboutiquehotel](https://www.instagram.com/miramontiboutiquehotel)

 [@weisseskreuz.it](https://www.instagram.com/weisseskreuz.it)

 [@langgenhof](https://www.instagram.com/langgenhof)

 [@theapartment](https://www.instagram.com/theapartment)

 [@villafluggi](https://www.instagram.com/villafluggi)

 [@ispo.acceleratingsports](https://www.instagram.com/ispo.acceleratingsports)

 [@labello_de](https://www.instagram.com/labello_de)

 [@eucerin](https://www.instagram.com/eucerin) | [@eucerin_de](https://www.instagram.com/eucerin_de)

 [@mibiota_dach](https://www.instagram.com/mibiota_dach)

 [@aokplus](https://www.instagram.com/aokplus)

 [@Sail2Lead](https://www.instagram.com/Sail2Lead)

MAY 2022 - SEP 2023

at Sea Natives Surfcamp (Freelancer Project)

- social media manager - planing content, copywriting
- content producer images & videos for IG & FB
- UI-Design & Content for the website: www.sea-natives.com

NOV 2021 - AUG 2022

Social Media Manager (Full & Freelancer) at Bauer Media Group for Food

- planing all social media content, including text, images and video for IG, FB, YT, LI and Pin
- creating the editorial plan, graphic design
- community management
- participation in the company's PR crisis policy in the area of social media

SEP 2019 - MAY 2021

Junior Project Manager at TRACK GmbH for MINI Cooper
Product page: www.mini.de Article page: www.mini.com

- social media support
- leading workshops
- client service
- resource planing
- trainee support
- content campaign
- content management system (AEM)
- focus always-on design and SEO



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SKILLS

Later
Storrito
Emplifi
Canva
Meta
Photoshop
Lightroom
Illustrator
In Design
Premiere Pro
Experience Manager (AEM)
After Effects
Final Cut
DaVinci Resolve
Cinema 3D
Sophora
Canon Camera System
MacOS & Windows Softwares

LANGUAGES

Native language: german
Conversational: english

JUN 2016 - SEP 2019

Online Content Editor and Community Manager
at NDR Television: www.ndr.de

- cutting videos
- copywriting, SEO texting & tagging with CMS
- comment moderation

AUG 2018 - FEB 2019

Student Assistant Press and Communication at [HAW Hamburg](http://www.haw-hamburg.de)

- data protection officer
- create newsletter
- website reviewer

EDUCATION

AUG 2025 - TODAY

Diploma of Information Technology – Front End Web & App
Development at [ACBI Australian College of Business Intelligence](http://www.acbi.edu.au)

MAR 2015 - FEB 2019

Master of Arts (2,1) in Media Technology at HAW Hamburg
University of Applied Sciences

Thesis: Diversity and healing power in communication
– an installation

SEP 2009 - FEB 2014

Bachelor of Arts in Media Design at Ostfalia - University
of Applied Sciences Salzgitter

Thesis: Emotional psychological findings based on an
advertising campaign

+ SEP 2012 - FEB 2013

Semester abroad at the Universidad de Sevilla
Audiovisual Communication (Spain)

PRACTICAL

FEB 2013 - JUN 2013

Editor Assistant at Spiegel TV for arte: www.arte.tv/de/

- 2nd camera
- sound assistant
- protagonists research
- helping editing
- finding new topics for the Magazine
- filming for NDR, arte Xenius and VOX

Victoria Wieder, 18.02.2026