

A person wearing a white long-sleeved shirt is sitting at a desk. They are holding a stack of papers or a notebook with both hands, positioned over the keyboard of a silver laptop. The laptop is open, and its keyboard is visible. To the right of the laptop, a smartphone is lying on the desk, displaying a social media feed with various food-related posts. The background is a warm, out-of-focus orange and yellow color. The overall scene suggests a professional or creative workspace.

PORTFOLIO

SVENJA WALTER

HAPPY ME

Germanistik studiert. Dann eine
Werbetextagentur gegründet. Mich erst ins
Schreiben und dann ins Digitale verliebt.
Bloggerin, Digital Storyteller und Consultant
seit 2008.





HANDS ON

EXPERTISE



- Digitaler Content (Wort, Bild, Bewegtbild)
- Digitale Formatentwicklung (auch viral)
- Bloggen
- Social Media Plattformen
- Storytelling
- SEO
- Multi Channel Traffic Strategien
- Personal Branding



BELOVED
TOOLS

Wordpress. Facebook. Instagram. Pinterest.
Snapchat. Youtube. Issuu. Google Trends.
Google Adwords. Google Analytics. Google
Webmaster Tools. Adobe Lightroom. Snapseed.
iMovie. Camtasia. Adobe Draw. Adobe Illustrator.
Canva. Scrivener. iBooks Author. Dropbox. Trello.





SELECTED

COLLABORATIONS

Antenne Bayern. Burda. Burda Journalistenschule. Birkmann. Brigitte. Ernsting's family. Familotel. Fitogram. Gräfe und Unzer. Huffington Post. Kleine Gestalten Verlag. Knesebeck Verlag. Le Creuset. Lego. Lisa. Messe München. Mixtvision. Netflix. Nido. Ravensburger Verlag. Rice DK. RedBull. Rosti Mepal. RTL. RTL Journalistenschule. Steinbeis SMI. Vorwerk Kobold. Vorwerk Thermomix. ZS Verlag.

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HOW TO
CONTACT ME

DETAILS

S.WALTER@WALTERMEDIA.DE

