

A person wearing a white long-sleeved shirt is sitting at a desk. They are holding a stack of white sticky notes with their hands. In front of them is a silver laptop with a black keyboard. To the right of the laptop is a gold smartphone displaying a social media feed with food photos. The background is a blurred wooden surface. The word 'PORTFOLIO' is overlaid in large white letters across the center of the image.

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

To name a few:

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





SELECTED

COLLABORATIONS

Antenne Bayern. Bauer. Burda. Burda Journalistenschule. Birkmann. Brigitte. Deichmann. Ernsting's family. Familotel. Feinkost Käfer. 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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