



Ellen Tanumihardja

Date of birth: 04.06.1989

Born in: Bandung (Indonesia)

Nationality: Germany & Peru

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Skillset

- Brand Management
- Creative Copy
- Creative Concept
- Influencer Marketing
- Online Content Creation
- Transcreation
- Employer Branding

- German (native)
- English (B2 - C1)
- Spanish (basic)

- Microsoft Office
- Keynote
- InDesign (basic)
- Figma (basic)

Senior Copywriter/Creative

Feb 2023 - Jul 2023

Senior Copywriter

Palmer Hargreaves

Clients: Ford, Nissan, Audi, Telekom Deutschland, Bayer AG

Tasks: 360 campaigns, creative concept, copywriting, print ads, internal communications, social media (content and ads)

2019 - now

Brand Manager and shareholder

Headaid GmbH

Client: anti-hangover drink

Tasks: 360 campaigns, creative concept, copywriting, social media (content, editorial schedule, ads), PR, external cooperations, influencer management

Oct 2020 - Feb 2023

Senior Copywriter

you GmbH (former schipper company)

Client: GEERS, ENTEGA, dm, Kodak Germany
Tasks: print, TV, radio, B2B/B2C, OOH, brochures, dialog marketing

” Even with a high workload, she proceeds thoughtfully, calmly and purposefully“

Insa Mehl,
CEO you GmbH

” We lost our most colorful member“

Patrick Strohjohann,
CD Urbanet

”Having her as a supervisor is inspiring and helpful“

Selina Schlegel,
Art Director you GmbH

Dec 2019 – Apr 2020

Senior Copywriter

U-Studio / Unilever (Oliver Agency)

Client: Unilever Food Solutions, KNORR, Breyers, Pure Leaf, The Tea Company, Rexona
Tasks: print, online-banner, social media, OOH

Nov 2017 - Nov 2019

Copywriter

Urbanet GmbH

Client: ECE Group (21 shopping malls DACH)
Tasks: OOH, print, radio, social media, center-marketing, promotion, digital shopping-experience, strategy

Nov 2016 - Nov 2017

Freelance Copywriter

Booked by: i.a. Jung von Matt/Spree, Jung von Matt/Havel, KKLD* (WPP), Aura Light GmbH, Lagardère Sports, defacto BE/ONE

Jun 2016 - Oct 2016

Copywriter

Lukas Lindemann Rosinski

Client: : Subway, RaboDirect
Tasks: OOH, print, radio, website, social media

Aug 2015 - May 2016

Copywriter

Jung von Matt/Alster

Client: : Mercedes Benz, Bitburger, Köstritzer, IWC
Tasks: OOH, B2B communication, TV, radio, website, brochures

”She was a valuable employee in every way“

Marcus Neckar
ECD, Palmer Hargreaves

” She always finds the balance between effectiveness and creativity “

Julia Hochbrügge,
Senior Art Director you GmbH

”I really miss working with her “

Stepahnie Gumann,
Content Writer Urbanet

May 2014 - Aug 2015

Junior Copywriter

GGH Mullen Lowe

Client: SEAT, e.on, Unilever

Tasks: TV, radio, print, social media, iFrames (UX-Copywriting in-app), OOH

Nov 2013 - Apr 2014

Junior Copywriter

Geometry Global

Client: British American Tobacco

(Lucky Strike, Pall Mall, Vogue)

Tasks: print, iFrames (UX-Copywriting in-app), mailings

Jun 2012 - Oct 2013

Junior Copywriter

Heimat Berlin

Client: adidas Sport, OTTO, stern,

Hornbach, Weight Watchers

Tasks: TVC, print, OOH, promotion

Aug 2011 - May 2012

Chief editor

piink.de

Tasks: editorial schedules, research, PR, interviews, fotoshootig production

Industries

- automotive
- fashion
- retail
- sports
- beverage & food
- banking & insurance
- technology & energy
- mobile communications
- tobacco

School history

2010-2011

Graduated "Werbetexter/Copywriter"

School of ideas (former Texterschmiede)

2009

Editorial internship, Radio Hamburg/Oldie95

2008 - 2009

History and latin-american history studies

University of Hamburg

2008

Editorial internship, Radio KissFM Berlin

2008

Graduated highschool diploma

Niedersächsisches Internatsgymnasium
(boarding school)

2007

Work and Travel Mexico

2012 & 2013

Student exchange USA