



LEONA DOHMEN

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07/01/2002

Single

Germany/Belgium

IT SKILLS

- Social Media ●●●
- Adobe CC ●●○
Photoshop, InDesign, Illustrator, Premiere Pro
- Canva ●●●
- Google Analytics ●●○
- Microsoft Office ●●●
- Webdevelopment (HTML & CSS) ●○
- Webdesign (WordPress & WIX) ●○
- Photography & Video ●●○

LANGUAGES

- German ██████████
- English ██████████
- Spanish ██████████
- French ██████████
- Dutch ██████████

SOFT SKILLS

- Communication
- Teamwork
- Attention to detail
- Creative thinking
- Project management
- Problem solving

HOBBIES

- Photography
- Traveling
- Drawing
- Cooking
- Running
- Reading

WORK EXPERIENCE

- 03/2025 - Present **Freelance Content Writer**
payever, remote
 - Translating articles (from English to German)
 - Writing content for social media
- 11/2024 - 02/2025 **Freelance Social Media Video Editor**
Finucate startup, remote
 - Editing short Explain Videos for Tik Tok (@finanzberatung_weirich)
- 09/2024 - 10/2024 **Communications Assistant**
EGEC Geothermal Brussels, Belgium
 - Administration
 - Communication via E-mail, LinkedIn and X
 - Content planning and content creation (LinkedIn & X)
- 02/2024 - 05/2024 **Internship in Digital Campaigning**
Greenpeace CEE Vienna, Austria
 - Conception and creation of new content formats for Instagram and TikTok
 - Creation of infographics and illustrations for press releases and factsheets
 - Video production for Instagram and TikTok (concept development, scripting, voiceover, filming and editing)
 - Development of a channel concept for WhatsApp broadcast channels including content development
- 09/2022 - 01/2023 **Internship at Behind-the-scenes of ICM**
Thomas More University of Applied Sciences Mechelen, Belgium
 - Creating content for and about study programs at the Media Department of Thomas More
 - Planning and organizing events

EDUCATION

- 05/2025 - 05/2026 **Master in Art Direction**
LABASAD School of Arts and Design Barcelona, Spain
 - Visual Culture and Strategic Thinking
 - Graphic Design and Communication
 - Image Making and New Media
- 09/2021 - 06/2024 **Bachelor International Communication and Media - Magna cum laude with 77,91 %**
Thomas More University of Applied Sciences Mechelen, Belgium
 - Developing communication strategies and advertising campaigns in multidisciplinary teams
 - Workshops on graphic design, video production, photography, copywriting & AI
 - Digital marketing, web content & multimedia
 - Working on real life projects and pitching them to real life clients
 - First place YouTube video series at Creativity Bootcamp 2021
 - Social engagement as student buddy for new international students
 - Participation in the Edcom student competition of Ad Venture x Lipton Ice Tea
- 01/2023 - 05/2023 **ERASMUS+ Exchange in BA Comunicación Audiovisual**
Universidad CEU Cardenal Herrera Valencia, Spain
 - Web design and analysis
 - Storytelling and multimedia
 - Multi-camera production of a television programme
 - Best short film, chosen by the second year class