

drs. Andrea M. Rakers

Communications Consultant

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| @donnesays

PROFILE

I am a communications expert with 10 years experience in strategy and storytelling. With my startup consultancy Donnes Kontinent I advise organisations on corporate brand strategy, internal communications and storytelling. In my free time I enjoy creative writing and travelling the world (33 countries and counting).

EXPERIENCES

Donnes Kontinent . Strategie & Storytelling

Founder & Consultant, since 2013

Advisory in brand management, strategic communications and storytelling for clients like in finance, NGOs and agencies.

Johanssen + Kretschmer, Berlin

Consultant, 2006 – 2013

Advisory in strategic communications, public affairs, CEO communications and campaign storytelling for clients like Telefónica, Nestlé, Coca-Cola Germany, Bayer AG.

Scholz & Friends Berlin, BBDO Berlin, BBDO Deutschland, surver:net

Assistance and Internships in Business Development, Strategy and PR, 1999-2007

ORGANISATIONS

Digital Media Women, Chapter Berlin

Representative in Brussels

Brand-Team

Responsible for Cooperations, Berlin area

German-Dutch Business Club

Welttierschutzgesellschaft e.V.

SKILLS

Project and Campaign Management

Working in international teams

German native speaker, business fluent in English and Dutch

Strategy Development

Corporate Brands and Mission Statements

CEO communications, keynote writing

Stakeholder mapping, crisis communication

Advisory experience in digitalisation of businesses, social media, mobile work culture, European digital agenda

EDUCATION

Rijksuniversiteit Groningen, The Netherlands

Master of Arts, 2006

Communications & Information Sciences