



VARIOUS CAREER FIELDS

Berlin, Germany

Prepared by: Monroe Dziersek, University Programs Coordinator

Berlin to launch in 2020!

Potential Examples:

Marketing for a Visa Service

This company is Germany's largest service agency for U.S. visas and has specialized in visa consulting and the processing of U.S. visa applications worldwide for more than 20 years. Their government-licensed visa experts assist small and medium-sized businesses as well as large corporations in obtaining business visas and work visas for business trips, employee transfers and assignments to the United States.

Internship Tasks may include:

- Getting to know German and English websites (usvisaservice.de, visum-usa.de (americandream.de))
- Using Google Analytics (KPIs, Traffic, target group) for reports (performance newsletter, websites)
- Working with content management system (CMS) to update and correct articles, archive old ones, upload pictures, etc.
- Writing content for websites/newsletter
- Managing for social media (posts and interaction on Instagram, Facebook, LinkedIn) and reporting activities

Business Development for a Food Tech Startup

This company is a technology-driven company that produces food from edible mushroom mycelia. Their fermentation platform allows them to unlock the potential of an overlooked kingdom of life - fungi - as a food source. Mushlabs is dedicated to building solutions that change the way we consume food, by producing food that is good for our senses, our bodies and our planet.

Internship Tasks may include:

- Defining market and competition analysis for plant-based products in Germany
- Conducting a market survey to identify consumers' perceived value in different products. Build correlation with retail prices
- Building financial models for further investment decisions
- Reconciling expenses and bank statements according to accounting standards

Marketing for a Movie Streaming App

This company shows users where they can watch movies and TV shows that they love. They are kept up to date with what is new on Netflix, Amazon Prime, iTunes and many other streaming platforms. Using a simple filter system allows you to see only what is important to them.

The platform also tells users where and when to watch movies on the big screen so you never miss when a movie is running in cinema again. They collect user profiles of millions of cinema goers and learn their individual movie taste. JustWatch uses this data to run highly efficient trailer campaigns for movie studios, distributors and VOD services. They retarget people on YouTube, Facebook and other platforms where they spend their time discovering new content. Their campaigns are twice as effective as the industry benchmarks.

Internship Tasks may include:

- Checking daily user reports
- Matching content that is too specialized for the systems
- Staying up to date on hit releases
- Updating trailers and posters for new and upcoming content
- Researching new services to include to the site

Marketing with an Innovative Tech Firm

This innovative digital platform utilizes agile idea and feedback management for continuous improvement, innovation and targeted communication within a company or organization. By collecting, reporting, and managing employee impulses, the service integrates all employees and stakeholders in a company's value chain. From a top-down perspective, managers can directly inform their employees about all relevant business subjects and include them in the assessment and development of business cases. From a bottom-up perspective, employees can proactively contribute their ideas, feedback, problems and suggestions. These impulses can be further developed with the involvement of other departments and experts.

Internship Tasks may include:

- Creating marketing content
- Developing marketing strategies
- Creating employer branding content
- Managing own marketing projects
- Managing social media (LinkedIn)