

KATHARINA GRÜNINGER

Strategic Communication & PR Manager | Master Student Strategic Communication and Leadership

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PROFILE

Communications manager with several years of international experience in strategic communication, PR, storytelling, branding, and corporate communications. Proven track record in project management, content creation, and cross-cultural collaboration across Germany, the Netherlands, and Brazil. Currently pursuing a Master's in Strategic Communication and Leadership in Portugal, with the goal of leading strategic communication projects on an international level.

LANGUAGES

German (Native) · English (Business Fluent) · Portuguese (Fluent) · French (Basic)

PROFESSIONAL EXPERIENCE

Strategic Communication and PR – Internship

Feb – Jul 2026

Afya, São Paulo, Brazil

- Supported strategic communication and PR activities for a leading Brazilian education company in the healthcare sector
- Contributed to international communication projects within a multicultural team

Strategic Communication and PR – Freelance

Apr 2025 – Feb 2026

Self-Employed

- Advised companies and individuals in strategic communication, executive communication, PR, and partnerships
- Developed and implemented integrated communication strategies as well as target-audience-specific content and positioning concepts

Corporate Communications – Internship & Trainee

Feb 2022 – Jun 2024

Bertelsmann SE & Co. KGaA, Gütersloh, Germany

- Conceived, coordinated, and implemented company-wide communication projects, and created audience-tailored content for internal and external communication channels
- Served as a liaison between business units and Corporate Communications, and contributed to digital communication formats (including the interactive online annual report, intranet, and social media)

Communication and Multi-Media Design – Internship

Feb 2021 – Jun 2021

Arte Viva B.V., Utrecht, Netherlands

- Conceived and produced multimedia content for communication purposes
- Supported the design of visual communication materials

Event & Social Media Management

Sep 2018 – Sep 2020

International Student Association Arnhem, Netherlands

- Planned and organized events for international students
- Managed social media channels and supported HR-related tasks

Project Management Content Marketing – Internship

Feb 2018 – Jul 2018

Territory CTR GmbH, Gütersloh, Germany

- Project management for content marketing campaigns

Volunteer Engagement

2017, 2018–2019, 2025

Windhoek, Namibia · Elderhoeve, Netherlands · Lisbon, Portugal

- Volunteer work in various international social projects

EDUCATION

Master of Arts – Strategic Communication and Leadership (Ø 1,4)

Expected Sep 2026

Universidade Católica Portuguesa

Communications Officer Training

Jul 2023 – Dec 2023

German Academy for Public Relations (DAPR)

Bachelor of Arts – Communication (Graduation 1,3)

Sep 2018 – Jul 2022

International School of Business, Arnhem, Netherlands

SKILLS & COMPETENCIES

Core Competencies: Strategic Communication · Corporate Storytelling · Public Relations · Intercultural Communication · Project Management · Content Creation · Corporate Communications | **Tools & Software:** Adobe Creative Suite · Canva · Microsoft Office · MailChimp · WordPress · Social Media Platforms · Meta Business Suite | **Soft Skills:** Teamwork · Networking · Creative Problem-Solving · Intercultural Competence · Initiative