

Laura-Lucia Wehner

laura.wehner@gmail.com | +49 173 192 6103

PROFESSIONAL EXPERIENCE

May 2023 - present	Her Lead Communications <i>Founder & Managing Director</i> - Consulting service for corporate communications, reputation management, brand strategy and go-to-market - Specialised in navigating public perception, media interactions, and messaging - Enhance CEO thought leadership and public presence - Develop compelling brand identity and market plans. - Manage all aspects of impactful press events. - Secure coverage across newspapers, magazines, radio, TV, and digital platforms to maximise reach.	Munich, Germany
Jul 2021 - April 2023	JOKR <i>Director Global Communications & CSR</i> - Responsible for all communication and PR efforts globally (incl. funding rounds, acquisitions, lay-offs, exits) - Lead global team of internal PR managers as well as external PR agencies across all countries - Created and developed strategic communication plans on global and national levels, while simultaneously providing guidelines, tools, templates, and role delegation for elements to be executed - Owned the creation and execution of the communications strategy for the CEO (internal and external) - Set-up global and local crisis communication manual to be utilised by the leadership team in crisis scenarios - Created and implemented the CSR Policy with clear roadmap to become the first carbon negative grocery delivery service	Berlin, Germany
Sep 2017 - Jun 2021	HY STUDIO <i>Co-Founder & Managing Director</i> - Founded a chain of boutique studios for minimally invasive medical aesthetic treatments - Communicated on behalf of the company, with shareholders, investors and the public - Held full P&L and employee responsibility (incl. risk management) - Created and implemented the company's vision and mission from narrative, go-to market strategy and studio lay-out and design - Assessed risks to the company and ensuring they are monitored and minimised	Berlin, Germany
Oct 2013 - Sept 2017	Rocket Internet <i>PR Manager</i> - Built and lead PR departments of various portfolio companies (Home24, Vaniday) - Created and distributed press releases, press kits, newsletters, and marketing materials for portfolio companies - Monitored all press interviews and public appearances by company's CEOs - Created and managed weekly PR newsletter as well as all internal newsletters - Managed Social Media channels for various portfolio companies	Berlin, Germany

EDUCATION

2010-2012	University of Phoenix <i>BSc in Communication with Concentration on Marketing and Promotional Sales (GPA 3.3)</i>	Phoenix, USA
2008-2010	Franklin College Switzerland <i>BSc in Communications & Media Studies</i>	Lugano, Switzerland
2002- 2007	Lyceum Alpinum Zuoz International Baccalaureate (42/45 Points)	Zuoz, Switzerland

SKILLS & INTERESTS

Interests	Tennis (competed in regional championships with tennis team), Volleyball (high-school volleyball team), CrossFit, Hiking, Cooking, Languages, Travel
Languages	German (native); English (native); Italian (fluent); French (basic); Spanish (basic)
IT Skills	Microsoft Office, Mailchimp, Prowly, Google Analytics