

PORTFOLIO



WELLER CONSULTING
KOMMUNIKATION + MARKETING

Susanne Weller
Tel. +49 211 16453973
sw@wellerconsulting.de
www.wellerconsulting.de

SERVICES

TEXT & EDITING



DESIGN & LANGUAGE



PR & JOURNALISM



CONTENTS

- 1 WEBSITE**
Concept | Design | Logo | Text | Makeover/Relaunch
- 2 CONTENT**
Newsletter | Blog | Case Study | Whitepaper | Product/Services Description | LinkedIn-Campaigns
- 3 CORPORATE PUBLISHING**
Copywriting | Editorial Work | Translations | Proofreading
Layout | Design
- 4 PUBLIC RELATIONS**
Press Release | Advertorial | Guest Contribution
- 5 JOURNALISM**
Industry report | Event report | Interview | Book
- 6 REFERENCES**
Customers | Projects
- 7 VITA**
CV | Languages | Digital Skills

1 WEBSITE

Brand presentation & brand communication

Logo design | concept website pages

Text & graphics, images & visual language

Corporate design & language

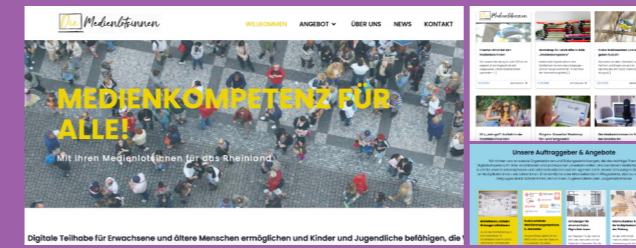
Storytelling

SEO

Newsblog

Job ads | Employer branding

Complete brand presentation. (Relaunch Mitte 03/23) in Wordpress, www.diemedienlotsinnen.de



Digitale Medien in der zweiten Lebenshälfte gut nutzen zu können, vereinfacht den Alltag und ermöglicht gesellschaftliche Teilhabe. Die Mission der Medienlotsinnen: der Zielgruppe 55+ einfache Wege in die digitale Welt eröffnen.

Sophie und Susanne



Brand design
www.brain-booster.com
Logo-Design, Website:
Concept and text

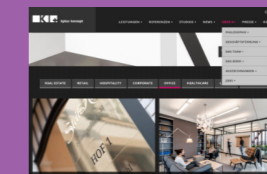
IPS Brand-Makeover, Logo-Design, Website-texts
www.international-payroll-services.de



Die Mission, die sich IPS-Geschäftsführer Gerhard Benneck mit der Gründung seines Unternehmens 1988 auf die Fahne geschrieben hatte, konnte keine andere sein: Die Welt verbinden!

Gerhard Benneck, IPS by HRsolution GmbH

All texts (in Wordpress)
www.kplus-konzept.de



Komplette Markenkommunikation aus einer Hand. Mit Know-how, Engagement, und Leidenschaft geben wir Ihren Werten, Visionen und Wünschen Ausdruck.

Bettina und Markus Kratz

ACCOMPLISHMENTS

Elaborate brand essence | values | mission | USP

Structure the range of products and services

Present specialist topics in a **comprehensible** way

Define & address target group

Present the people behind the company

Develop a coherent visual language

Create appropriate graphics & individual photos

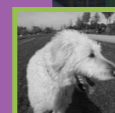
Consider SEO in wording in page layout

Local anchor



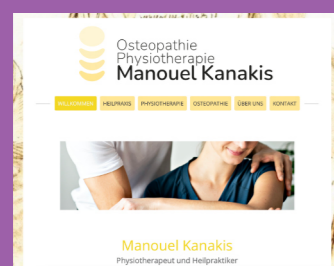
Fit hält mich übrigens auch mein ebenso liebenswerter wie bewegungslustiger Labradoodle Paula.

Mathias Pieke



Wir möchten Sie nicht nur medizinisch bestmöglich versorgen. Unser Augenmerk richtet sich gleichermaßen auf ein vertrauensvolles Miteinander bei allen Fragen und Sorgen rund um Ihren Behandlungswunsch.

Dr. Claudia Schönebeck



www.praxis-kanakis.de

Ich bin Manouel, Physiotherapeut deutsch-griechischer Nationalität und zugleich waschechter Düsseldorfer.

Manouel, Physiotherapie Kanakis



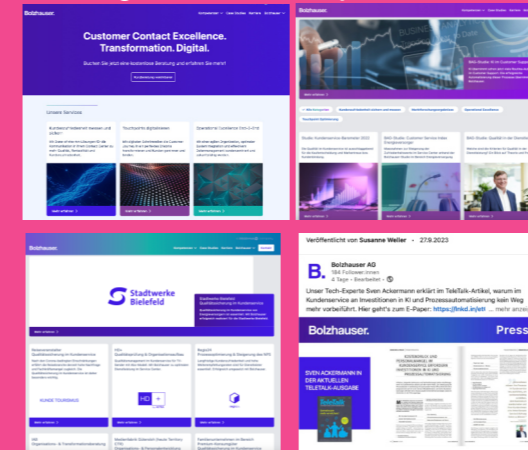
www.chez-emma.com

Coming soon! (Nov 23) New hospitality brand from logo to website

2 CONTENT | COPYWRITING | STORIES

- Webtext concept, creation, realisation
- Product- & services description
- Copywriting, newsletter, blog, case study, whitepaper, interview, job descriptions
- Landingpages
- LinkedIn campaigns
- Editorial plan & research
- Translations English, French, Italian

Website www.bolzhauser.de
Text, Blog, Case Studies, Graphics/Pictures in WordPress



Complete website texts, landingpages, Market studies, Social Media

AWO Köln Design Newsletter, Diakonie D'dorf Newsletter



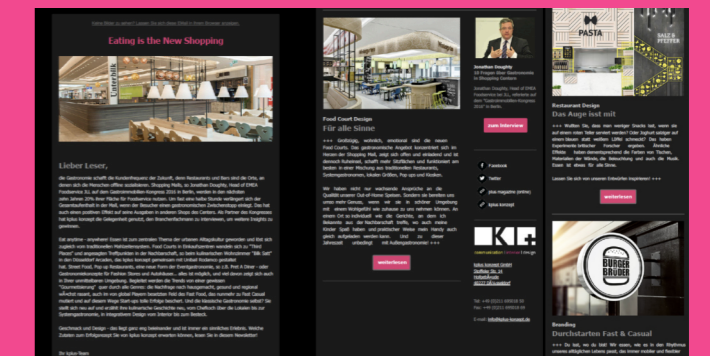
Interview for Newsletter plus konzept



Website www.elried.de, Relaunch Product descriptions, texts (in WP)



Quarterly newsletter plus konzept in Mailchimp



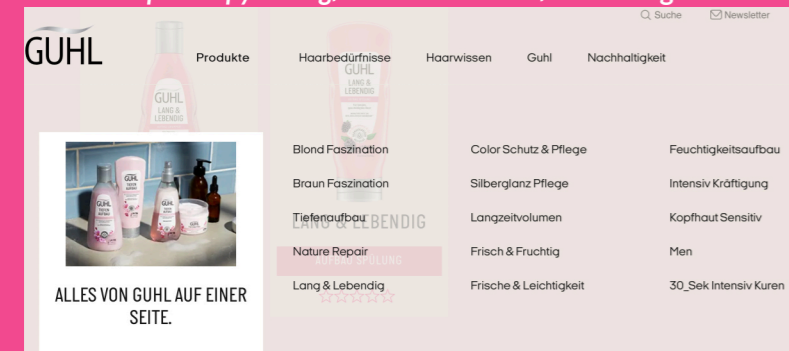
www.me-group.com
Translation/adaptation/product & service descriptions



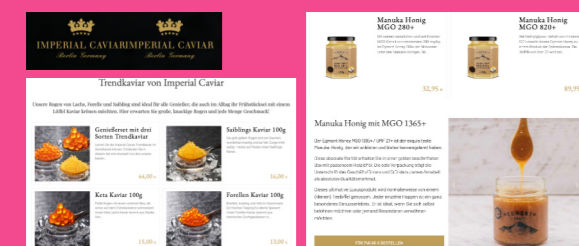
www.diemedienlotsinnen.de
brand presentation, texts, blog



Guhl Shampoo Copywriting/SEO Relaunch 08/22 www.guhl.com



Texts www.praxis-kanakis.de



www.imperial-caviar.de
Product descriptions Fine Food

ACCOMPLISHMENTS

- Website - copywriting new creations & makeover
- Text - relevant, informative, inspiring
- Language - accurate, comprehensible, error-free
- Product description at the point, SEO included
- Headlines, sublines, copy - attractive and distinctive
- Content - varied with all types of texts
- Design - graphic design und image selection in CD
- Gendering in accordance with Corporate Language
- Translations, adaptations in brand tonality

3 CORPORATE PUBLISHING

Copywriting | Editorial work | Translations | Proofreading | Layout

Company & Customer Magazine, Brandbook, Image Brochure, Flyer, Portfolio-, Project Presentation, Programme Booklet

Topics

B2B: Retail|Shop, Hospitality|Gastronomy, Event, Healthcare,

Real Estate, Energy

B2C: Education, Social Associations



ACCOMPLISHMENTS

Translations (English/French-German) / proofreading **brand book** & 2 **customer magazines** for ME GROUP, France

Customer magazines for kplus konzept: Concept content of first edition and 2 subsequent editions with each 56-68 pages, text & editorial work

Various **flyer** for kplus konzept GmbH and the Agency's customers

Design and text **brochure** Die Medienlotsinnen, text for **flyer** Keteke Productions, text and design **flyer** Yaye Dib Dance

Copywriting for exhibitor advertisement material trade show GEO T EXPO

Print advertisement Bolzhauser, **event announcement** JUMP FOR JOY, **programme Booklet** (revision) **poster, flyer** for Diakonie Düsseldorf

4 PUBLIC RELATIONS

Guest Contributions
 Advertorials
 Editorial Contributions

FACHMARKTZENTREN IN DEUTSCHLAND
 Positionierung und Profilierung

WIE WERDEN CENTER MARKEN?

Deutschland entdeckt kulinarisches Flanieren

Ladenbau Hundert und kplus konzept

Die Kunst der Customer Journey

Wie ein Shopping Center erfolgreich ist

LADENBAU
 Themen, Trends, Technologien.

Alles drin, von 40 bis 40.000 qm

Make all! Ausbildung mit Handy und Dienstwagen

10 projects from:
 Burkina Faso
 South Africa
 Netherlands
 Cameroon
 Guatemala
 Slovenia
 Malawi
 Mali

SHOPPING MALLS FOR ALL THE SENSES

Stationary retail trade in Germany - and probably everywhere in the Western world is currently witnessing a dramatic change. The prevalence of e-commerce and the related changes of shopping behaviour are demanding new concepts and centres of attraction for stores and malls.

Special focus on Education & healthcare design

Make all! Ausbildung mit Handy und Dienstwagen

PUBLICATIONS

MEC Metro ECE Annual magazines, guest contribution: „Schöner Einkaufen auf der grünen Wiese“, 7 pages, for kplus konzept

Ladenbau (dlv) Stadt + Handel, expert contribution: „Einzelhandelsformate der Zukunft“, 6 pages, for kplus konzept

African Design Magazine, expert contribution „Shopping Center for all the Senses“, english, 5 pages, accompanying ad, for kplus konzept

EHI Shopping Center Report, article gastronomy

Local Newspaper Aachen, editorial contribution trade, accompanying ad

5 JOURNALISM

Trade press articles in German and English

Focus topics retail, hospitality & design

Industry Reports

Event Reports

Interviews

Cover Story

Book

Ghostwriting



PUBLICATIONS

POS KOMPAKT Event report

India Retail Magazine Food, Fashion, Store Design

Indiashop Magazine

Progressive Grocer India Food Retail

DISPLAY / DISPLAY INTERNATIONAL Event report

Instore Marketer Magazine Nigeria POS Marketing

African Design Magazine Shopping Malls, Store Design

HAYIT Verlag Travel Guide Venice, Language Guide German/Italian

INSM Das Deutschlandprinzip

(Editorial contribution for an Indian fashion entrepreneur in Germany)

6 PRESENTED ROJECTS & CUSTOMERS

AFRICAN DESIGN MAGAZINE, EXPERT CONTRIBUTION RETAIL, MEC METRO ECE, GUEST CONTRIBUTION CUSTOMER MAGAZINE, ORALCHIRUGEN DÜSSELDORF, DIE MEDIENLOTSINNEN, IPS INTERNATIONAL PAYROLL SERVICES, GEO-T-EXPO, MESSE ESSEN/GZB, PRAXIS KANAKIS, CORPORATE DESIGN, LOGO, WEBSITE, BUSINESS CARD, PHYSIOTHERAPIE PIEKE, DIAKONIE DÜSSELDORF ZENTRUM PLUS, AWO KÖLN SENIOREN-NETZWERK, BOLZHAUSER AG, NRW BANK/VE-K, PRESS, SOCIAL MEDIA, MAILING TEXT PRIVATE EQUITY EVENT, KETEKE PRODUCTIONS, YAYE DIB SABAR, KPLUS KONZEPT, P.A.C., INSM, IMAGES GROUP (IND), DISPLAY/DISPLAY INTERNATIONAL TRADE ARTICLE, GUHL, WEBSITE COPYWRITING, HAYIT VERLAG, TRAVEL GUIDE, INSTORE MARKETER MAGAZINE (NGA) TRADE ARTICLE, STORES + SHOPS SPECIAL PROJECT MINTO, EHI SHOPPINGCENTER REPORT PROJECT FOODKURT, MB MARKETING-BERATER PROJECT DECATHLON CONNECT, SPORT + MODE PROJECT DECATHLON CONNECT, BOB MAGAZINE (KOR) PROJECT FOODKURT, OBIETTIVO VENDITÀ (IT) PROJECT DECATHLON CONNECT, LADENBAU/DLV STADT + HANDEL GUEST CONTRIBUTION, P.O.S. KOMPAKT PROJECT KÖLN ARCADEN, ALSHOP (BR) PROJECT KÖLN ARCADEN, BRAINBOOSTER, MEDAMBIENTE PROJECT DR. BECKER RHEIN-SIEG KLINIK, AIT PROJECT KÖLN ARCADEN, IMPERIAL CAVIAR WEBSITE PRODUCT TEXTS ME GROUP (FR), CUSTOMER MAGAZINE, BRAND BOOK, GROUP WEBSITE TRANSLATION, ELRIED WEBTEXT INDUSTRIAL MARKING

The documents shown are an exemplary selection. Links or complete documents can be sent as pdf files.

7 VITA



1983 - 1989 UNIVERSITY KASSEL

Diploma in Romance Studies with integrated courses in Economic Science, in 1984 Semester abroad in Montpellier/France and in 1988 two study visits in Florence and Naples/Italy

1989 TOURIST GUIDE IN ITALY / SEASONAL CONTRACT WITH TUI

1989 - 1990 FREELANCE WORK AS AUTHOR OF TRAVEL GUIDES

(Venice, reports in travel magazine, language guide Italian-German for Hayit Verlag, Cologne) and **EDITORIAL STAFF** at the magazine ballett/tanz international, Cologne.

1990 - 1996 EXPORT MANAGER EUROPE / TOMBOW PEN & PENCIL GMBH

European subsidiary of Tombow Pencil Co. Ltd., Japan, Troisdorf (today Kelsterbach)

1997 - 2007 SALES & PROJECT MANAGER / MESSE DÜSSELDORF

b2b-trade shows in Düsseldorf and international satellite events the sectors Retail & Hospitality (EuroShop, EuroCIS, ProWein, InterMopro/InterCool/InterMeat, hogatec).

2008 FOUNDING OF WELLER CONSULTING

International marketing and communication services.

Various customers from different sectors (b2b, b2c) as well as long term assignments as:

DIRECTOR MARKETING & PR EUROPE / IMAGES GROUP, INDIEN (2008-12)

Specialist publisher and conference organizer in Retail, Real Estate, Food, Fashion

DIRECTOR SALES / THE CONFERENCE GROUP/dfv, FRANKFURT (2011-12)

Specialist publisher and conference organizer in Retail, Real Estate, Food, Fashion

PROJECT CONSULTANT „GEO-T-EXPO“ FOR GZB, BOCHUM (2012-13)

In cooperation with Messe Essen, development of an international geothermal trade show

HEAD OF PR & BUSINESS DEVELOPMENT KPLUS KONZEPT, DÜSSELDORF (2013-2018)

Studio for Interior Design and Brand Communication

7 QUALIFICATIONS

LANGUAGES

GERMAN native language
ENGLISH fluent

FRENCH fluent
ITALIAN fluent
SPANISH conversation level

DIGITAL SKILLS

CMS / WEBDESIGN (WordPress)
EMAIL-MARKETING (Mailchimp)
macOS/WINDOWS
MS Office 365, Keynote/Powerpoint Presentation design
ADOBE PRO, AFFINITY DESIGNER, AFFINITY PUBLISHER
INTRANET & COLLABORATION TOOLS e.g. Sharepoint, Figma, Teams...

Quick familiarization with new systems.

REGIONS

EUROPE
Focus DACH, France, Italy, Benelux, UK

ASIA
Focus India und Japan

AFRICA
Focus Sub-Sahara

Susanne Weller
Parkstraße 27
40477 Düsseldorf | Germany

Tel. +49 211 16453973

sw@wellerconsulting.de
www.wellerconsulting.de