

CONTENT COPY NETWORK



Portfolio • Projects • CV

Introduction

From strategy to storytelling – advancing your sales & marketing projects on transnational level

As a passionate networker and communicator, I have been shaping businesses at the interface of marketing, sales & communications for over three decades.

With thematic focus on **digital services, retail & hospitality, architecture & interior design** as well as **event & destination marketing**. Always eager and enthusiastic to explore new industries.

Leveraging this international perspective, I bring deep expertise in **Brand Communication**, **Content Strategy** and **Digital Storytelling** –

with a strong sense of language, context, and cultural nuances.

This portfolio showcases selected projects and services in content creation, copywriting, web design and strategic communication. It reflects how I work — with clarity, consistency and attention to detail.

My CV, highlighting key roles and industry contexts, is attached at the end of this document. References will be provided upon request.

TABLE OF CONTENTS

1

WEBSITE

Concept | web design | corporate design/logo | text
realisation in WordPress

2

CONTENT & COPY

Newsletter | Blog | Campaigns | Case Study | Whitepaper |
Copywriting | Product and service description | Translations

3

CORPORATE PUB.

Layout | Text | Design | Proofreading

4

PR/EDITORIAL

Press release | Advertorial | Guest article
Industry report | Event report | Interview

5

REFERENCES

Customers | Projects

6

CV/QUALIFICATIONS

CV | Software | Languages | Regions

1 WEBSITE

Strong performance

Word and image for the brand - launch or makeover

From a memorable logo to a customised web design - a consistent and unmistakable brand design is essential for establishing a company as a strong brand.

Strategy • Concept • Realisation

I support SMEs and start-ups from all sectors in building their brand identity - with branding, web design, clear communication and well thought-out content.



Note: The design and content of all reference websites listed below may have changed since the project was created by the customer.

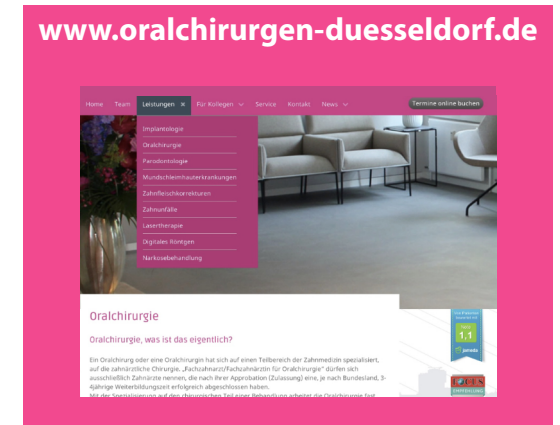
1 WEBSITE – PROJECT EXAMPLES



Creation of a new **brand & website** for a bistro & catering service. Logo, corporate design, menu, flyer, business cards included.



Design of the new **personal coaching** brand, logo, website: Concept, text, realisation in WordPress, SEO.



Oral surgery: A new page concept was developed for the existing design and texts were written for all menu items.



Development of a new brand and web design for the **Systemic Coach**. Umbrella brand concept, logo.



All in for **therapy**: corporate design, logo, website, practice sign, window sticker, business card, flyer.



Scandinavian translation and interpreting services. Logo design and complete web presence in words and images.

1 WEBSITE – SERVICES & CUSTOMERS

Services

Successful implementation of:

- Corporate Design & Language, Logo-Design
- Development of digital **brand strategy**, core, values, mission, value proposition and USPs
- Concept page structure in WordPress. Structuring the product range
- Texts presenting specialised topics in an understandable and target group-oriented way
- Create coherent visual language, customised graphics and photos
- SEO (visibility, target group relevance, keyword integration, meta texts, snippets, etc.)

Making the potential & people behind the company visible

Communication with substance needs more than just fine words: Curiosity, experience - and a real feel for people, brands and markets.

Regardless of the sector, whether b2b or b2c: I formulate technical information clearly, make brands come alive and bring complex content into shape. More brand specific information in German:

WEBSITES FOR PRACTICES

RESTAURANT-WEBDESIGN

Text · Copy · Visuals

Professional content for all channels, focus on b2b

The quality of a website's content - from the structure and visual elements to the texts in blog articles, white papers or landing pages as well as in social media - is crucial **for the success and findability of the offering**. I carefully develop content that convinces your target groups and has a lasting effect, with a great deal of expertise across all industries and value chains.



2 CONTENT – SERVICES

Services

Concept · Creation · Realisation

- **Texts:** new or edited, corp. language & brand tonality, gendering, distinctive translations
- **Content:** relevant, informative, inspiring, language: careful, understandable, error-free
- **Headlines, Sublines, Copy:** attractive & distinctive
- **Service description:** to the point, SEO included
- **Presentation:** varied in all text types and formats, storytelling included
- **Design:** Graphics and image selection in the CD

You are looking for an image-orientated approach to customers, media + employees?

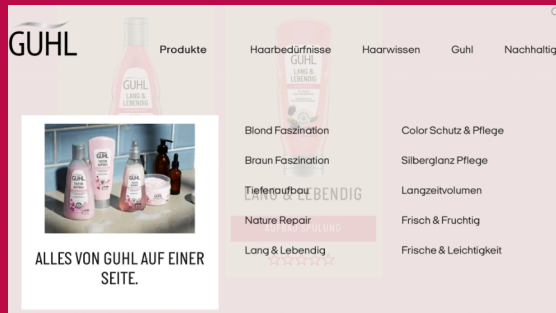
You've come to the right place for these tasks. I develop content that strengthens your brand and gets to the heart of your message - both linguistically and visually.

Whether it's a website, blog, newsletter, LinkedIn campaign or storytelling format: text, images and graphics interlock and match the tonality of your presence and your brand.

High-quality content such as case studies, use cases or best practices are also created from a single mould - as is employer communication, including job advertisements. Topic planning and research are always part of my service.

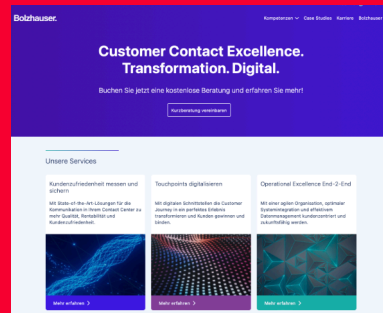
2 CONTENT & COPY – EXAMPLES

www.guhl.com



Agency services for the **Guhl** hair care brand: copywriting for the new product line (relaunch end 2022)

www.bolzhauser.de



For relaunch of the website: Page concept, all texts, images, graphics, SEO newly created.

www.me-group.com



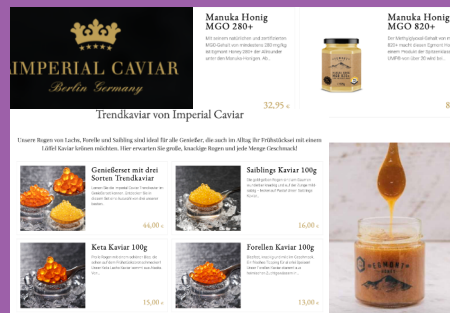
Translation and localization of the group website from English/French into German using specialised software.

www.elried.de



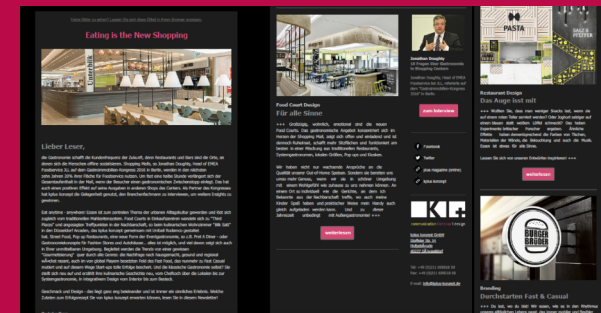
For website relaunch: Texts for the industry areas of topics, **processes, surfaces**, newly created in Elementor.

www.imperialcaviar.de



Online fine food shop: product descriptions, storytelling for delicatessen from all over the world

www.kplus-konzept.de



Content for **quarterly newsletters** - example: Gastronomy design & branding concepts, in MailChimp.

2 CONTENT REFERENCE CUSTOMER

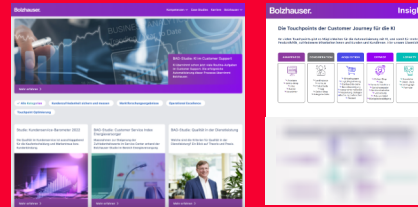
Services

I have been providing text and content for all channels, media and occasions for one of my regular clients **Bolzhauser** in Neu-Isenburg since 2021. The company specialises in **optimisation and digitalisation with Artificial Intelligence in corporate customer service**.

If you regularly provide your website with unique and rich content, you will be optimally visible and perceived as a competent source of information. Bolzhauser knows this too - in combination with the always SEO-friendly content, the specialised provider has become a **rich and trustworthy source**.

[Request the letter of reference!](#)

BLOG



Concept, content, SEO - in WordPress. Set-up of new posts, revision of existing ones.

CASE STUDIES / WHITEPAPER



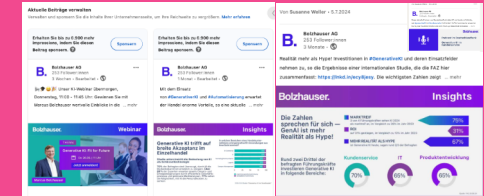
Concept, content creation, download setup

MARKET STUDIES/LEAD GENERATORS



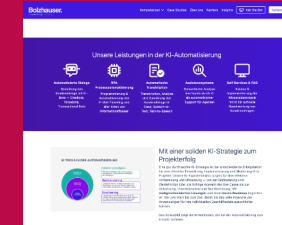
Research, analysis, preparation of market studies in comprehensive PDFs for download.

SOCIAL MEDIA / LINKEDIN



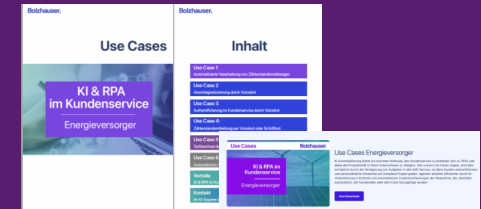
Topic plan, research, content, posting

LANDINGPAGE/CAMPAIGNS



Concept landing page, text & image, SEO. Texts for accompanying Hubspot campaigns.

USE CASES & BEST PRACTICES



Preparation of the content in coordination with the responsible persons, download set-up in

3 CORPORATE PUBLICATIONS

Text · Image · Print

Strong content and design for your print media

Whether it's an image brochure, customer magazine or diversity report - I design and accompany your publications from the initial idea to the finished printed matter. With a flair for storytelling, design and target group reality, I develop concepts, take care of the text, layout and image editing and take care of the print-ready preparation, print processing and reliable timing. On request, I can also prepare your content for digital use - for websites, social media or interactive PDFs.



3 CORPORATE PUBLICATIONS

Services

What's included:

- **Customer and employee media:** in-house magazine, customer magazine, programme
- **Brand and corporate presence:** Image brochure, brand book, recruiting brochure
- **Print media to promote sales:** advertising flyers, offer folders, menu cards
- **Presentation formats:** Project and company presentation, pitches, portfolio
- **Editorial and storytelling:** articles, reports, editorial content, proofreading
- **Multilingual implementation:** translations (French/Italian/English), text adaptation, localisation

Ensuring that your message is well received - on paper and digitally

My services range from complete realisation (text, layout, print processing) to selective collaboration in editing, proofreading or translation - depending on the project.

I work across all sectors - including for b2b clients in retail, hospitality, events, healthcare, property and energy, as well as for b2c projects in the fields of education and event communication.

3 CORPORATE PUBLICATIONS



Translation from French and editing of two customer magazines and the brand book.



Customer magazines: Concept, text, editing of the first issue and 2 subsequent issues with 56-68 pages each. Copywriting for numerous flyers.



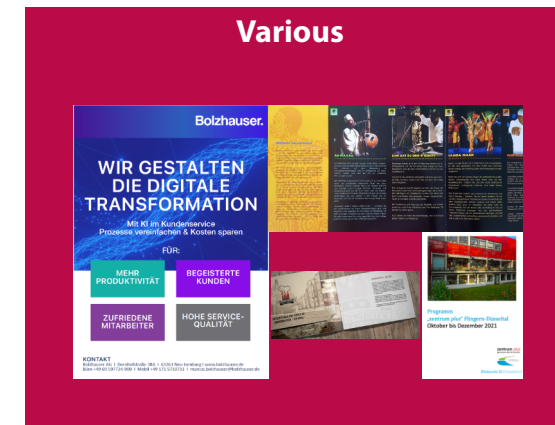
Practice - information flyer, practice sign, business cards, advertising foils in corporate design.



Menu flyer: Concept, design, realisation in corporate design as well as design and set-up of download menus.



Event announcements, flyers, posters, roll-up for Senegalese artist.



Print ad for Bolzhauser, information brochure for artist promotion, expansion brochure for Burger-Chain and programme booklet for the Diakonie.

Press services

Concept · Text · Editing

- Print-ready, carefully researched, appealing texts and articles, also in English
- Text creation with market and target group knowledge
- International reach thanks to multilingualism (English, French, Italian)
- Provision of high-quality photographic or graphic material
- Identification & approach of relevant media/ editorial offices, database setup, dialogue
- Creation & distribution of press releases, advertorials, specialist articles and background reports.

Would you like to be visible in leading trade magazines in your sector?

With inspiring, target group-relevant press releases, I ensure the best possible print rate - in print and online. Including a well thought-out communication concept and annual planning for all media and channels, if desired.

This allows you to reach your stakeholders efficiently and sustainably - with content that generates attention and builds trust.

Creation of press releases, advertorials, specialist articles, interviews and reports. Personal realisation and moderation of interviews and reports included. On request, I can also take care of targeted distribution to relevant media.

4 PR | JOURNALISM

Store Design



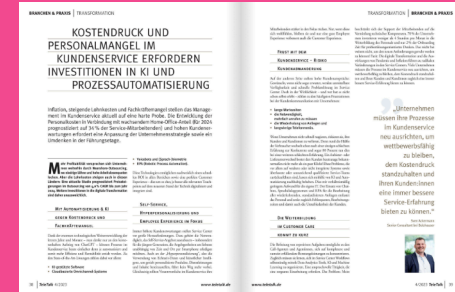
Invited by the German Shopfitting Association for an expert contribution on the topic of shopping experiences in retail spaces.

Shopping Centers



Whether shopping centres, specialist stores or project developers - I have contributed special expertise here, for example in a guest article in the MEC Metro ECE magazine.

PR - reprint Teletalk magazine



Specialist article on AI in customer service for Bolzhauser, reprinted unchanged in Teletalk.

African Magazines Architecture/Retail



Article 'Future of Retail Design' published in African Design Magazine (South Africa). In the magazine Instore Marketer, Nigeria: Specialist article 'The Second Real Revolution' on the subject of POS marketing.

India - Trade Magazines Retail



Food, Fashion, Retail - English articles for Images Retail trade magazines such as Progressive Grocer India. Industries, event reports, interviews with fashion retailers & experts.

Trade Magazines Retail/Architecture



You can request a complete list of the PR-articles generated for kplus konzept in trade magazines worldwide thanks to my editorial and press work [here](#).

5 CUSTOMER LIST (EXTRACT)

Website | Text | Content

AWO Köln	Newsletter Design & Content
Beratungsraum Brühl	Brand- and Website-Makeover
Bolzhauser AG	Content, Campaigns, Social Media,
Brain booster	Logo, CD, Website
Chez Emma	Logo, Website, Print Material
Diakonie Düsseldorf	Newsletter, Programme, Flyer
Guhl Shampoo	Copywriting Product Launch
Imperial Caviar	Copywriting, Storytelling Online-Shop
IPS International	Brand-/Website-Makeover, Content
kplus konzept	Content for all channels, PR, Employer Branding
ME GROUP	Proofreading, website translations, brand book, customer magazines
NRW Bank	Press releases, social media, campaign texts Private Equity Event
Oralchirurgen Düsseldorf	New webpages: Concept & texts

Physiotherapie Pieke

Praxis Kanakis

Privatpraxis Reichwald

Yaye Dib Sabar

Brand makeover and Website

Logo, CD, Website, Print Material, Practice sign, advertising films

Umbrella brand concept, Webdesign

Flyer, Poster, Social Media Visuals, Roll-up

Journalism | Book | PR

African Design Magazine

AIT

Images Fashion, Food, Retail, Store

Hayit Verlag

MEC Metro ECE

Sport + Mode

Stores & Shops

Teletalk

Specialist articles Retail Europe

Clinic design project report

Numerous specialist articles, cover story, interview, event report

Publication of Venice travel guide & Italian language travel guide

Expert Article Retail Parks

Project Report Decathlon Connect

Project Report Minto Shopping Center

Reprint company interview AI in customer service

6 CV / QUALIFICATIONS

2008 **FOUNDING OF WELLER CONSULTING**

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

2008-2012 **DIRECTOR MARKETING & PR EUROPE / JOURNALIST, IMAGES GROUP, INDIEN (NEW-DELHI, MUMBAI)**

Specialist publisher and event organizer for Retail, Real Estate, Food, Fashion

2011-2012 **DIRECTOR SALES / THE CONFERENCE GROUP| DEUTSCHER FACHVERLAG, FRANCFORT**

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

2012-2013 **PROJECT CONSULTANT GEO-T-EXPO FOR THE INTERNATIONAL GEOTHERMAL CENTRE (GZB), BOCHUM**

Development of an international geothermal trade show.

2013-2018 **HEAD OF COMMUNICATIONS & BUSINESS DEVELOPMENT /KPLUS KONZEPT GMBH, DÜSSELDORF**

Creative studio for brand communication & interior design

1997-2007 **SALES & PROJECT MANAGER / MESSE DÜSSELDORF**

b2b trade shows national / international for the sectors Retail & Hospitality

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

European Subsidiary of Tombow Pencil Co. Ltd., Japan

1983-1989 **DIPLOMA- ROMANCE STUDIES / UNIVERSITY OF KASSEL**

with integrated courses in Economic Science and a semester abroad in Montpellier/France.

1989-1990 **FREELANCE: AUTHOR & EDITORIAL STAFF**

Venice travel guide, reports for travel magazine, Italian language travel guide for Hayit publishing house. Editorial staff for ballet / dance specialist magazine - Cologne.

LANGUAGES

GERMAN	Mother tongue
FRENCH	fluent
ENGLISH	fluent
ITALIAN	fluent
SPANISH	conversation-proof

SOFTWARE

macOS/WINDOWS
MS OFFICE 365

INTRANET & COLLABORATION TOOLS

e.g.. Sharepoint, Figma, Teams...

INTERNATIONAL SERVICES

EUROPE
Focus DACH, [France](#), [Italy](#),
Benelux, [UK](#)

DESIGN

Affinity Designer,
Affinity Publisher,
Affinity Photo
Keynote/Powerpoint

CMS

Wordpress incl. SEO-Tools

E-MAIL-MARKETING

Mailchimp, Hubspot

EDITING/PROOFREADING

Adobe Pro, Word

Click on the red button to find out **what has moved me at different stages of my life**. My blog is all about findings that I have collected with a keen eye for the complexity and pitfalls of language in our connected, digitalised world.

ABOUT ME

BLOG TROUVAILLES

Let's start the dialogue!

I support your company in all communication and marketing tasks - for an attractive and effective brand presence, digital and analogue, at all touchpoints of the customer journey.

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