



Judith Keßeler | Consultant

Communication – Public relations

Judith Keßeler supports Hamburg Institut's communication and public image. In addition to the website, this includes events, press relations, newsletters and social media. She also develops project-specific communication concepts for our clients and customers and supports the communication of the [ok-power](#) eco-label.

Before joining Hamburg Institut, Judith Keßeler worked as an editor in a publishing house and completed a degree in business administration as well as training in marketing communications.

Consultancy and research focus:

- Communication strategies and concepts
- Editorial
- Newsletter
- Press work
- Text for Web (SEO) & Social Media

Qualification and career

- Since 2023 **Consultant** at Hamburg Institut
- 2020 – 2022 **Digital editor** and **volunteer**, Emotion Verlag GmbH
- 2015 – 2019 **B.Sc. Business Administration, Media Management and Advertising Psychology**, Hochschule Pforzheim
- 2017 – 2018 **Intern** in marketing, LemonAid Beverages GmbH, Hamburg
- 2013 – 2015 **Apprenticeship** as a businesswoman for marketing communication, Otto GmbH & Co. KG

Projects (selection)

2023 - 2024 Vorreiterkonzept Klimaschutz für die Stadt Osnabrück <u>Client:</u> Stadt Osnabrück	
--	--