



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