



MICHELLE FITZON
PUBLIC RELATIONS



Are you looking for PR support, but don't know where to start? Are you working on an extensive PR project that requires a bit of additional last-minute womanpower? Are you in need of a broad PR strategy and someone overlooking your brand? In that case, I'm the person you're looking for.

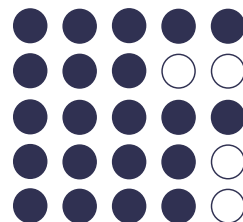
Content, creativity and storytelling

Corporate media relations & B2B network

Lifestyle media relations & B2C network

Skills: mailchimp, meltwater, newsletter2go, planbasix, topic pro, zimpel

Strategy



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C U R R I C U L U M V I T A E

WORK EXPERIENCE

09/2019 – dato

PR freelancer for lifestyle brands (B2C)

- Conception and realization of PR strategies
- Pro-active media relations in fields such as beauty, fashion, interior, well-being and food
- Organizing events and desk-side visits
- Content creating and storytelling
- Daily consultancy

02/2019 – 08/2019

Team lead & head of business development @STILGEFLÜSTER – Agentur für Kommunikation e.K., Hamburg

- Management of a team of 15 people
- Strategy and realization of internal process optimization and communication
- Strategy and realization of optimizing the PR services

10/2014 – 08/2019

PR consultant @STILGEFLÜSTER – Agentur für Kommunikation e.K., Hamburg

- Independent consultation of clients for PR services
- Conception and realization of PR strategies and events
- Budget planning and management of contracts
- Creation of ideas and strategies for long-term PR concepts
- Development of an extensive network within the industry: editors, influencer, service companies

Brands such as Beyer & Söhne, Bloom & Wild, Foodist, Glossybox, kukimi Mädchenflohmarkt, Soul Zen, Teatox, Treatwell, WOW Tech

02/2014 – 09/2014

PR assistant @STILGEFLÜSTER – Agentur für Kommunikation e.K., Hamburg

- Preparation and realization of PR events
- Creation of press releases
- Development of an extensive network within the industry: editors, influencer, service companies
- Support of client consultation

08/2013 – 01/2014

PR intern @STILGEFLÜSTER – Agentur für Kommunikation e.K., Hamburg

- Creation of press releases
- Media and influencer relations
- PR evaluation and development of PR reports