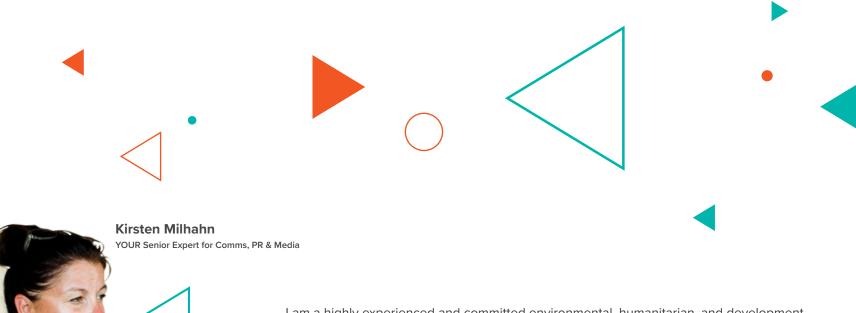




K.Milhahn@hamburg.de +254 (0)737 790 282

OAnne Ackermann

The scope of OUR agency's work is **multimedia** and **interdisciplinary**. It encompasses making YOUR relevant projects **accessible to a broad audience**. This is achieved through a **strong communications strategy** combining **impactful success stories** from the project region with powerful, high-quality, **expressive pictures**, and articles. The simplicity of such strong and **compelling messages** allow for an easy understanding of YOUR organizations' agenda across any social or cultural barrier. OUR expertise **maximizes the visibility and credibility** of YOUR organization, NGO and institute to its donors, partners, and supporters – to successfully **mobilize stakeholders** and to sustain and **secure funding**.



I am a highly experienced and committed environmental, humanitarian, and development sector communications and public relations specialist, multimedia journalist, writer, editor, and photographer with academic background in Natural Science. I have **20+ years** of experience working for **major international organizations** and **high-profile media**, such as the UN (UNEP, UN-Habitat, and UNDP), WWF, Greenpeace, DER SPIEGEL, FOCUS MAGAZINE, Stern Magazine, GEO MAGAZINE, and TERRA MATER. I was trained by NATIONAL GEOGRAPHIC.



Strategic creative concepts

- Profound communications & social media strategies, clear communication guidelines, practical toolkits, and implementation plans
- Comprehensive media and social media campaigns

Writing and storytelling

- Production of high-impact multimedia project and program stories (articles, photos, and videos) for web use, social media, and print
- Compelling human-interest documentaries, feature stories, and reports
- Content for websites
- Editing, proof-reading, and fact-checking of reports, speeches, articles, etc.

Public outreach and donor engagement

- High-quality print and digital communications such as key messages, op-eds, interviews, press releases, reports, and newsletters
- Impactful print and digital communications and branding materials such as brochures, booklets, posters, flyers, factsheets, banners, press kits, etc.
- > Social media coverage
- Photo exhibitions





K.Milhahn@hamburg.de +254 (0)737 790 282



4

Event management

- Event planning and support for conferences, meetings, workshops, and webinars (online & on-site)
- > Organizing press conferences and media briefings
- > Production of press releases & invitations
- Detailed follow-up & impact evaluation

All Photos: ©Kirsten Milhahn/UN-Habitat, ©Kirsten Milhahn



A member of the German Business Association Kenya 6

Communications training, media support, and journalistic toolkits

- > Creative writing How to tell a story
- Multimedia storytelling ONE story, ONE source (text, photos & video out of one hand)
- > Online & on-site research, facts & proofreading
- > Digital journalism & social media
- Competences in interacting and communicating with journalists
- > Press briefing & press conferences
- Creating media databases
- > Management of media outreach (media focal point & consulting)