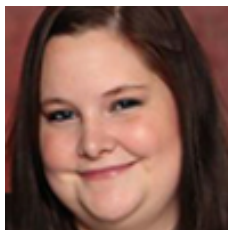


Anna Luise Fuchs
Master in Corporate Communication, 2012
Senior Account Executive
Edelman, Berlin



How did you start your career?	Just a few days after graduating from USI, I started my internship at the Edelman Frankfurt Office. A few months later, a permanent position was offered to me in the Berlin Office in the department "Corporate Affairs".
Why did you choose a career at Edelman ?	I chose to start my career at Edelman because it is not only one of the biggest and most renowned PR agencies in the world, but it is also a family business offering a great work-life balance as well a thrilling job.
What is your current role/duties?	I was trained to be a consultant for the food and beverage industry with a strong focus on issues and crisis management. My duties include daily tasks like media monitoring but also exciting projects like organizing events or developing publications.
In your opinion, what are the qualities necessary for a successful career at Edelman ?	Like in any agency, working at Edelman is fast-paced and can be stressful at times. It is therefore crucial to not only have a thorough knowledge of PR but also to be organized, stress-resistant and flexible. Also, we always work in teams to combine different skills to best satisfy our client's need, therefore being a team player obviously is a key to being successful here.
What are USI's positive features and qualities?	USI is a small university but offering a wide variety of courses. Small classes and lots of projects provide a comfortable learning environment and make it possible for the professors to know each student by name.
What competences and/or skills acquired in your USI Study Program have been useful/are useful to your professional career?	In my opinion, USI has prepared me both professionally as well as personally for my career. The strong focus on team work and intercultural interaction has made it much easier to navigate in an international family business like Edelman.
What is your advice to USI students entering the job market?	I would advise every student to take their time and really find out what it is you want to do. Don't just apply randomly for every job opening but find a job you really want, find out what skills you need and draft your application accordingly.

Working @ Edelman?

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