

ANNIKA LOEBIG

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I'm a freelance writer and journalist with a particular interest in [feminism](#), [philosophy](#), [nature](#), [social justice](#), [drugs](#), and [death](#).

I'm also the founder of [Cringe](#), an independent magazine exploring shame and self-consciousness through writing and art.

EXPERIENCE

University of the Arts, London — COMMUNICATIONS ASSISTANT

September 2021 - to date

I assist the team's executives with various projects they're leading on, including awareness campaigns, communicating the university's social purpose, and internal and external communication for students and staff. I also started leading on the team's data and reporting to enable us to better strategise our output and justify future campaigns.

Climate Emergency Network, London — PROJECT ASSISTANT

February 2022 - April 2022

In collaboration with UAL's Climate Emergency Network, I helped conceptualise ideas for Earth Day, and led on my own project within the event we were planning together. This work also included creating social media assets for team members to ensure brand consistency across all projects for Earth Day, as well as support with communications and PR to attract people to the day's events.

Knowledge Exchange, London — CONTENT ASSISTANT

May 2021 - to date

My responsibilities include a range of tasks from working with the Communications Executive for KE to create content that highlights the projects UAL is involved in to supporting the creation of digital assets for the website.

The Hey Gurl Club, United Kingdom — CONTRIBUTING WRITER

April 2021 - May 2021

I wrote various blog-style articles and social media copy for the Hey Gurl app with compelling calls to action for their target audience. This work also involved pitching and outlining copy ideas that their target audience will relate to, as well as sourcing images to accompany my articles.

Multiplii, London — MEDIA ASSISTANT

December 2020 - March 2021

From conducting market research and analysis to writing blog posts about habit formation and leadership, I have assisted them in all things media. This also included customer relationship management and creating social media strategies for audience growth.

SKILLS

Excel, Adobe Photoshop, Adobe InDesign, basic skills in Adobe After Effects and Premiere Pro, CMS

AWARDS

I received the High Achiever award for my academic accomplishments at Peterborough Regional College, landing me the opportunity to attend a workshop with the Media Matters team in Peterborough

EDUCATION

London College of Communication, Elephant and Castle — BA Journalism
September 2019 - June 2022

Peterborough Regional College, Peterborough — Media and Communications (BTEC)

September 2015 - June 2017

LANGUAGES

English, German, Norwegian and Polish