

# Mr. Jörg Luyken

**Address:** Berlin, Germany

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**Date of Birth:** 10/08/1985

## **Employment History:**

### The Local Germany, Editor (2015 - 2018)

- Line managing journalists
- Managing freelance budget, office administration
- Commissioning/writing/copy-editing articles
- Developing content strategy to expand global audience
- Growing social media presence and improving SEO visibility

### Freelance Journalist. (2011- 2012; 2018 - present)

- Establishing contacts with editors at The Daily Telegraph, Die Zeit, Where Berlin, Ha'aretz, Spiegel Online
- Producing well-researched, engaging copy to deadlines
- Organizing personal budget/travel itinerary to ensure viability of self-employment/success of research
- Maintaining contacts in politics/think tanks/ universities for exclusive quotes

### European Council on Foreign Relations. Communications (2014)

- Event coordination
- Media outreach
- Press released drafting
- Updating and maintaining contacts (Outlook, CRM)
- Running social media campaigns

### Peppermint Products, Communications (2013 - 2014)

- Creating online & offline marketing content
- Developing contacts with relevant media (design blogs, magazines)
- Running social media campaigns

### Frontier Data Corp, Political Analyst (2013)

- Daily B2B reports on security situation in Middle East & North Africa
- Weekly in-depth analysis involving social media tracking and qualitative risk analysis
- Report writing using qualitative and quantitative methods

### The Jerusalem Post, Journalist/ Sub-Editor (2006 - 2008)

- Writing articles for weekly magazine/sports desk
- Sub-editing on sports desk
- Research in Lebanon, Jordan, Egypt and Israel/Palestine

## **Educational History:**

**St Andrews University** Master of Letters, International Relations (2008 – 2009)

Research Year: Hamas, Hezbollah & Sub-State Rationality (2009-2010)

**King's College London** Bachelor of Arts, Classics, 2:1 (2003 – 2006)

**Fettes College, Edinburgh** 'A's at A-level in History, Latin and Greek (1997 - 2003)

**Languages:** English – Native; German – Native level; Arabic – Intermediate; Hebrew – Basic; French - Basic

**IT Skills:** Microsoft Office; Outlook; CMS, CRM, Google Tools (Analytics, AdWords); Content Insights

**Personal Interests:** Bagpiper player with The Berlin Thistles; Rock climber/skier as member of the German Alpine Club (DAV)