

## PERSONAL DATA

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### Harald Ille, M.A.

Hans-Thoma-Straße 33  
69121 Heidelberg  
phone +49.170.2415877  
harald.ille@digital-enthusiast.com  
born March 14th, 1973



## TEACHING ASSIGNMENTS

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March 2020 – today

### Macromedia University Stuttgart

Lecturer for Digital Communications (Wordpress)

May 2019 – today

### SRH University Heidelberg

Lecturer Media and Communication Management:  
Corporate Communications and Strategy

April 2018 – today

### HMKW University of Applied Sciences for Media, Communication and Management

Lecturer Digital Corporate Communications, Online  
and Mobile Strategy

November 2015 – today

### Chamber of Industry and Commerce Darmstadt

Lecturer „Social Media Manager (IHK)“

November 2014 – heute

### Goethe University Frankfurt

Lecturer "Introduction to Public Relations" and  
"Social Media at Work"

Previous teaching positions

2013 -2017: **Justus Liebig University Giessen**

2012 -2016: **Chamber of Industry and Commerce  
Giessen-Friedberg**

2010 -2012: **Adult Education Centre Frankfurt**

## SPECIAL ASSIGNMENTS

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June 2010

### Executive Member

World eGovernment organisation WeGov  
in Seoul/South Korea

## PROFESSIONAL CAREER

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October 2015 – today

### Digital Enthusiast Harald Ille

Independent communication consultant

Social Intranets (SharePoint, Microsoft 365).  
Websites (Wordpress, Typo3). Strategy  
development, new work, digital transformation,  
change communication, content strategy, social  
media, creation of newsrooms.

Clients include the Federal Employment Agency,  
Institute for Employment Research, Frankfurt Fair,  
Nestlé Germany, Atlas Copco, MVV Energy S.A.,  
phytodoc.de, University of Heidelberg (SFB 873),  
Frankfurt Press Club, Soroptimist Ludwigshafen.

January 2020 – today

### Haufe Academy Freiburg

Trainer for corporate communications and social  
collaboration, social intranets, Microsoft 365.

January 2017 – May 2018

### Nestlé Germany S.A.

Social media manager.

Development of the Corporate Publishing Center.  
Editorial responsibility for nestle.de (SharePoint  
2010).

October 2012 – September 2015

### University Hospital Heidelberg

Deputy Head of Corporate Communications  
Head of the media centre, online editor,  
Project management social intranet, hospital app,  
press office information software PRINS and  
Flyer tool, image database, document management  
(SharePoint 2013), web editing.

November 2000 - September 2012

### City of Frankfurt

Social media officer, head of news, public relations  
officer, event manager and online editor.  
Participation in the Protestant Church Congress  
2001, the Olympic bid 2003, the Römer birthday  
2005, FIFA World Cups 2006 and 2011, International  
German Gymnastics Festival 2009.

Conception, editing and programming of event  
websites. Editing of online and print publications,  
[www.frankfurt.de](http://www.frankfurt.de), newsletter „Frankfurt for me“,  
social media newsroom.

## PUBLICATIONS

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July 2019 – **Springer Gabler**

Online communication in the marketing dialogue of medical practices and hospitals, in: Matusiewicz et. al.: Marketing in Health Care, Springer Gabler 2019.

November 2017 – **Societäts-Verlag**

Elisabeth Schwarzhaupt (1901 - 1986), in: Brockhoff/Kern: Frankfurter Frauengeschichte(n), Archive for Frankfurt's History and Art, Volume 77, Societäts-Verlag Frankfurt 2017.

January 2012 – **kommune21**

Press Relations 2.0: Social Media Newsroom

July 2007 – **Magazine Frankfurt Press Club**

The treasurer as video star

## LECTURES AND WORKSHOPS (selection)

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April 2020: Frankfurt am Main

**Frankfurt Press Club**

Stepchild and breeding ground of cultural change: Internal communication in companies.

February 2020: University of Heidelberg

**Centre for Organismal Studies**

Science communication and public relations

April 2015: Hemau

**Congress Municipal Communication**

Office 2.0: Social media in government communication

December 2012: Berlin

**German Institute of Urban Affairs**

New forms of participation in municipalities

November 2010: Frankfurt

**Deutscher Fachverlag**

Speaker at the 1st Frankfurt Twittwoch

Lectures at the Institute for Urban History Frankfurt, at the Museum for Communication Frankfurt, at the Institute for Urban Development and Housing in Munich, at ekom21 in Gießen, Stadt und Netz in Dortmund, Cities of Zurich, Linz and others.

## TRAINING AND INTERNSHIPS

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October 1993 – June 2003

**Justus Liebig University Giessen**

Medieval and Modern History: Magister Artium

November 1998 – October 2000

**Sunday Morning Magazine Giessen**

Editorial traineeship

August 1998 – October 1998

**BLR radio service Munich**

Radio Internship

February 1998 – April 1998

**Butzbacher Zeitung**

Newspaper internship

October 1995 – March 1996

**Salamanca University**

Erasmus/Lingua scholarship

February 1995 – September 1995

**RMB Radio Waiblingen and Ludwigsburg**

two radio internships / freelancer

1983 – 1992

**Lessing School Winnenden**

Abitur

## KNOWLEDGE AND SKILLS

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**content management systems**

WordPress, SharePoint 2010, Typo3, Drupal

**Design programs**

Adobe Creative Suite, Quark XPress, venngage.com, canva and others

**Foreign languages**

English business fluent, Spanish, French

## CERTIFICATES

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2017 – **International Corporate Communications**

2015 – **Interprofessional competence training for managers**

2012 – **Basics of project management, public relations and copyright**