

CV – Thorben Dannegger

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WORK EXPERIENCE

Coca-Cola Europacific Partners

Berlin & Brussels

Content Management Specialist

09/2024 till today

- Responsible for the digital campaigns of the customer groups Rewe, EDEKA, Team Beverage and Lekkerland.

Dual Study Program – Digital Business Management

09/2021 - 09/2024

- Rotation through 8 departments in CCEP with a focus on technology, 4 of them internationally:
 - P&C Digital Experience & Demand: Supporting the piloting and implementation of company-wide AI applications (Safe GPT, Genie, Career Hub), conducted employee training on the impact of artificial intelligence, and developed frameworks for more efficient knowledge databases
 - Smart Execution: Provided project-based support to Product Owners and developed CCEP's B2B social media strategy
 - NXT Team: Developed learning modules for the "Be More Digital" and "Data in Action" capability programs and researched possible applications for AI at CCEP.
 - P&C Innovation Management: AI-driven optimization of the internal search engine (2-week-Project led to cost savings of 29.000£) and presentation of technology innovations on international roadshows.
 - As well as nationally: Capability & Technology, CCC, Cross Franchise & E-Commerce Marketing

PPT Gruppe GmbH

Potsdam

Social Media Assistant

02/2019 – 01/2021

- Coordinating the digital marketing strategy of 4 mid-sized companies
- Proactive involvement in the strategic enhancement and development of the company websites
- Preparing & conducting regular employee training sessions on emerging technologies

Blickpunkt

Potsdam

Newspaper Delivery Boy

01/2016 – 05/2016

PROJECTS

MIZ Babelsberg

Potsdam

Regisseur

09/2018 – 06/2019

- Director of the live tv-show "Neues aus Babelsberg", aired on Alex TV.
- Coordination of the crew (19 Students)

EDUCATION

School of Economics and Law Berlin

Berlin

Bachelor of Arts in Business Administration

2021 – 2024

- Bachelor Thesis: „The impact of Artificial Intelligence on the Global Job Market and Corporate Structures”, Grade: 1.5
- Course representative

Babelsberger Filmgymnasium

Potsdam

Abitur with specialization in economics and mathematics

2015 - 2021

- Final grade: 1.6 with an award for exceptional dedication in the film department
- Class representative

SKILLS & INTERESTS

Skills: English, SFMC, Data Analysis (PowerBi, Excel), Salesforce, Reporting, SharePoint, Google Adwords, Adobe Photoshop & Premiere Pro, Unity, WordPress, HTML, Python, C#, C, CSS, BIM, Revit

Interests: Technological innovation, esp. around AI, hiking, bicycle trips, triathlons and traveling (visited 16 countries in the past 12 months)