



# SABRINA FRANGOS

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I am a multilingual media professional with over 13 years' experience in creating engaging content and coordinating digital communication channels and platforms.

## KEY SKILLS

- CMS – EpiServer, Wordpress, CoreMedia, Ines
- Social Media – Hootsuite, Facebook for Business, LinkedIn, Twitter
- Email Campaigns – MailChimp, Wordpress
- SEO – Google Analytics, Site Improve, Google Search Console
- Multimedia editing with Adobe Photoshop, Audition and Premiere Pro
- Podcast production

## EXPERIENCE

**APRIL 2021 – PRESENT**

**MULTIMEDIA EDITOR & PODCAST PRODUCER, DPA DEUTSCHE PRESSE-AGENTUR**

Working as a Multimedia Editor for dpa Infocom, I prioritize news topics and generate editorial content including text, photos, videos, graphics and social media content. As a Podcast Producer, I produce the daily morning OMS news podcast, including selection of topics, voicing and editing content.

**JANUARY 2020 – PRESENT**

**SENIOR DIGITAL OFFICER & CONTENT PRODUCER, UNIVERSITY OF SOUTH AUSTRALIA**

Multiple contract roles including as Digital Content Producer for the E25 Website Redevelopment Project developing creative digital content and working with a range of stakeholders to migrate existing digital content. As a Senior Digital Officer, my key duties include website maintenance, site improvement, social media monitoring, and stakeholder engagement.

**JANUARY 2021 – DECEMBER 2021**

**PODCAST PRODUCER, DETEKTOR FM**

I produced and hosted 'Abenteuer Australien' – a fortnightly podcast series for the award winning German podcast station detektor.fm. The series explores life in Australia through the eyes of locals and German expats.

**MARCH 2018 – MARCH 2021**

**CONTENT PRODUCER, BUSINESS INSIDER GERMANY**

I created and promoted compelling digital content to attract new audiences for an online publication dedicated to Start-Ups.

**JULY 2012 – DECEMBER 2019**

**CONTENT PRODUCER / JOURNALIST, FREELANCE (VARIOUS CLIENTS)**

I developed digital content for a number of large online publications including WELT and Bild.de. I also produced content for SBS Television and for several European television and radio stations.

**MARCH 2015 – DECEMBER 2018**

**ONLINE CONTENT PRODUCER, ASSOCIATED PRESS**

In this B2B role I generated daily digital news packages (text and images) for delivery to other online news publications in Europe.

**APRIL 2016 – SEPTEMBER 2017**

**SENIOR ONLINE EDITOR, BLICK.CH**

As Chief Online Editor (Night Shift) I was responsible for the entire content and layout of the Swiss news website overnight. Some of my other duties included:

- Coordinating social media posts on Facebook and Twitter
- Producing a daily newsletter and distributing to our subscriber list using MailChimp

**JUNE 2012 – MAY 2017**

**PRODUCER/HOST, SBS RADIO (MELBOURNE / ADELAIDE)**

I produced engaging radio content for the German Program, presented news live to air, maintained the program's online presence and profile and managed social media accounts.

**AUGUST 2013 – DECEMBER 2013**

**SENIOR ONLINE EDITOR, DIE WELT (SYDNEY)**

As Main Editor (Night Shift) I was responsible for the complete content and layout of the website and associated media platforms including iPad app, mobile website and Facebook page.

**JULY 2010 – JUNE 2012**

**TRAINEE IN CROSS-MEDIA, AXEL SPRINGER ACADEMY**

I undertook extensive training in cross-media journalism, including work placements in four different print and online publications.

**JUNE 2007 – APRIL 2009**

**ONLINE EDITOR, BILD ONLINE**

I wrote engaging, SEO optimised articles for the Travel and Celebrity sections of this popular online publication.

**FEBRUARY 2004 – JUNE 2007**

**PUBLIC RELATIONS / MARKETING ASSISTANT, VARIOUS INTERNSHIPS**

## EDUCATION

2018 - 2021

**CERTIFICATE IV IN MARKETING COMMUNICATIONS**, TAFE SA

2010 – 2012

**CROSS MEDIA TRAINEESHIP**, AXEL SPRINGER ACADEMY

2001 – 2008

**MASTER OF ARTS**, UNIVERSITY OF POTSDAM, GERMANY

English/American Literature & Culture, German Literature; and Law

## VOLUNTEERING

JUNE 2008 – MAY 2009

**HOST AND PRODUCER**, RADIO ADELAIDE

MAY 2008 – MAY 2009

**HOST, PRODUCER, ADMIN ASSISTANT**, CHANNEL 31 ADELAIDE

## AWARDS AND PRIZES

Awarded the International Journalists Programme's German-Dutch Fellowship for 2012