

JULIA FALKENSTEIN (M.A.) +33 (0)6 73 41 29 43 | julia.falkenstein@istc.fr

Cross-Cultural Marketing | Communications | Public Relations



Education

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| 11 2004 – 06 2007 | Cultural Management (Master of Arts) Dresden International University Thesis on Cultural Sponsoring (with excellence) | Dresden (D) www.diu.org |
| 09 1996 – 08 2000 | Business Communications (Diploma) Berlin School for Economics and Law Thesis on brand identity (with excellence, best of the year) | Berlin (D) www.fhw-berlin.de |

Teaching Experience

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| 06 2010 – today | Lille Catholic University / European Summer Program ESP French Arts in Europe, French Culture & Society | Lille (F) www.univ-catholile.fr/styding-la-catholiesp.asp |
| 09 2009 – today | Lille Catholic University / ISTC Institut Supérieure des Technologies de la Communication International Communication, Sponsoring/Patronage | Lille (F) www.istc.fr |
| 08 2004 – 09 2007 | L4 Institut für Digitale Kommunikation Cultural Marketing, Cross Cultural Communication, Public and Press Relations Management | Berlin (D) www.l4.de |
| 02 2005 – 02 2007 | DEKRA Hochschule Culture and Media Marketing, Event Marketing, Sponsoring | Lille (F) www.dekra-hochschule.de |
| 07 2003 | DSAP German School at the Pacific Identity and Brand Marketing | Oregon (USA) |

Professional non-teaching experience

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| 10 2010 | Developer „International Brochure“ of the European Summer Program / Université Catholique de Lille Concept, contents, text (english) | Lille (F) www.univ-catholille.fr |
| 02 2009 – 08 2008 | International Relations Manager for Lille3000 / exhibition ICI BERLIN at La Condition Publique International communication and coordination, cross-cultural event marketing | Roubaix (F) www.laconditionpublique.com |
| 09 2008 – 12 2008 | Sponsoring Consultant for the Lille National Orchestra's 2009 Tour to A/SLOV/CRO Sponsoring Strategy, international Communication and Cooperation | Lille (F) www.onlille.com |
| 01 2008 – 05 2008 | Coummunications and Marketing Consultant for Anthony Caro's CHAPEL OF LIGHT (DRAC) Marketing, Cross-Cultural Communications and Sponsoring Strategy | Lille (F) www.lechoeurdelumiere.fr |
| 11 2002 – 11 2007 | freelance Marketing Communications Consultant operational Cultural Marketing: concept & development of surveys, strategic development, sponsoring and fundraising, budgeting, classic and online communication, public relations | Berlin (D) |
| 10 1991 - 09 2002 | different communications, marketing and public relations tasks in Germany, Spain, Bolivia, the US, Canada | |

Other information

Languages: **German, English, Spanish and French.**
IT: MS Office, MS Project, InDesign

Lille, on January 28th, 2011