



SONJA KÖNIGSBERG
MARKETING- UND MEDIABERATUNG

MY PORTFOLIO

March 2024



Hi!

**I am Sonja Königsberg,
Freelancer for Marketing
and Media Consulting.**

With a career spanning two decades, my expertise lies in delivering media strategies and trainings that align with your business ambitions.





What I do

I specialize in:

- Evaluating and refining media strategies and executions to maximize impact.
- Developing comprehensive marketing and media strategies that lead the market.
- Offering seasoned Interim Management at CMO and Head of Marketing/Media levels.
- Leading pitches and strategic initiatives for top-tier media agencies.
- Managing complex marketing and communication projects from conception to execution.
- Conducting dynamic trainings and workshops that empower and educate.

Tailored to your needs

I'm fully **independent**, everything is **customized** and built with **creative excellence**.





That's why I do it

- **The separation of media strategy and buying** results in truly independent recommendations.
- **An outcome-driven approach** leads to trust and loyalty from my clients.
- **The individual approach** allows me to develop strategies and trainings that perfectly fit your needs.

My belief is firm: True innovation is born at the intersection of media and creativity.



What defines me

I have **20 years of experience in creative and media agencies, and corporate marketing**—over **10 of which have been in the ever-evolving digital space.**

Creativity, speed, and a collaborative spirit are what define my professional ethos.



My experience in detail

- 2 years self-employed as a **freelancer**
- 8 years in leadership roles at **global media agencies** like Carat and Mindshare
- 2 innovative years **driving HR marketing** at Otto, a leading employer brand.
- 8 years in **operational and strategic marketing positions** at IKEA
- 4 years in **creative agencies** for traditional advertising, events and promotions

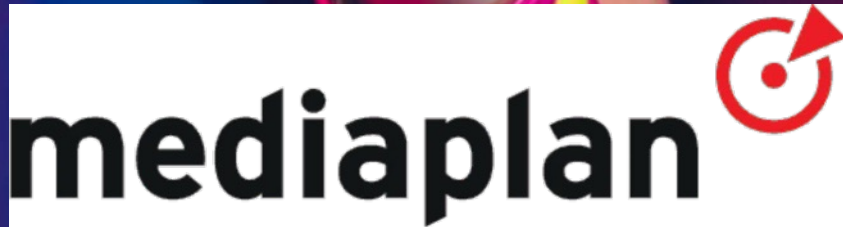


Selection of brands I have worked with





Some of my clients





My approach to Media Strategies

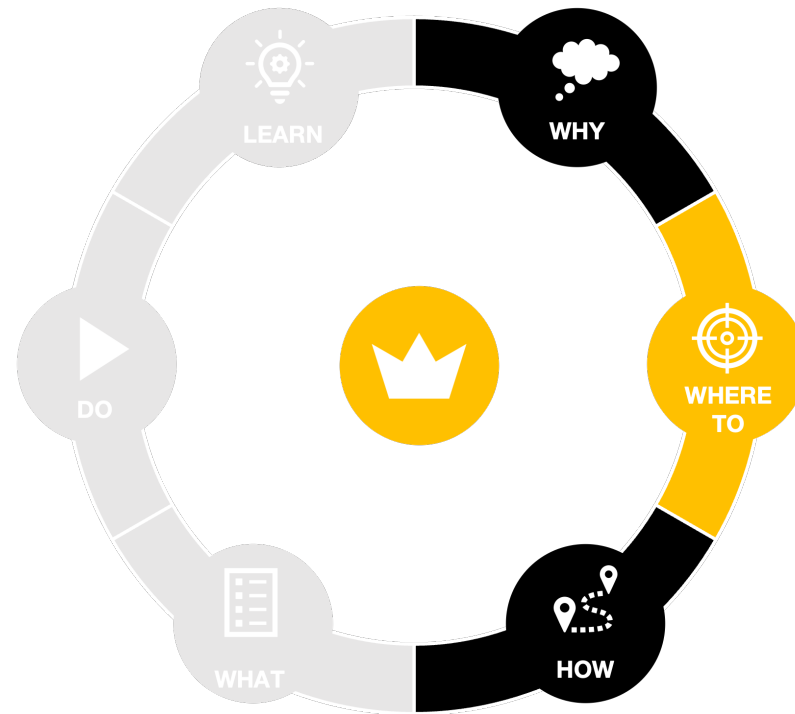
My media strategies are **tailored to the unique needs** of your brand and audience and are **designed to deliver results** with lasting impact.





A Data driven Approach

I start by **analysing the market and target groups**, **set goals** and **develop the right media mix**, a **campaign architecture** and a **rough budget allocation**.



**MEDIA STRATEGY/
COMMS PLANNING**



The result of my work: An independent recommendation

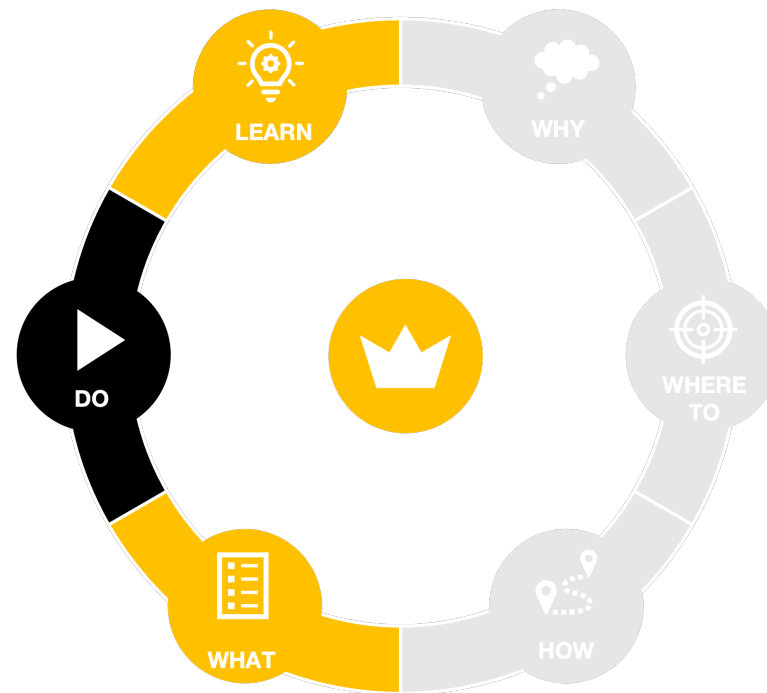
- **A media strategy** that is individually tailored to your objectives and target groups
- **A media mix recommendation** that is derived independently and based solely on data
- **Creative ideas** for media activation that really showcase your message
- **A strategy document** that can be transferred directly into a media briefing



For Media Planning and Activation your Media Agency takes over

After your briefing, your media agency then takes over the **detailed planning process, media buying** and **activation of the campaign**.

**MEDIA PLANNING &
ACTIVATION**





My Media Trainings

I coach **marketing and advertising professionals** who may seek support in refining their media strategy or deepening their understanding of specific media-related topics.

To elevate **your team's capabilities**, I tailor training approaches **specifically suited to your department or entire leadership team**.

Whether it's refining professional skills or (global) staff trainings on new strategic approaches, **my trainings are as unique as your team and aspirations**.



Examples of currently available trainings



Either you chose one of the available trainings or I develop something individually suited to your needs.



Why chose me?

When you chose to work with me, you are choosing a path less travelled but more rewarding. Here's why:

- **True independence:** Separating strategy from buying to avoid conflicts of interest and focus solely on your success.
- **Outcome-driven:** I am fixated on results – your success is the metric by which I measure my own.
- **Tailor-made strategies:** Just as no two brands are the same, neither are my strategies – expect bespoke, effective solutions.
- **Creative synergy:** I believe in the power of creativity to amplify media strategies, driving innovation and capturing imagination.

I win awards with my work

MMA
SMARTIES

 deutscher
digital award

**CANNES
LIONS**
INTERNATIONAL FESTIVAL OF CREATIVITY




effie
GERMANY

 **DMMA** DER PREIS DER IDEE
ONLINESTAR

 **RADIO
ADVERTISING
AWARD**

THE **ONE** SHOW



What my Clients say about me

„I had the pleasure of working with Sonja during her tenure at Colgate Palmolive, and I highly recommend her for any media management position.

Sonja is a great expert in her field, demonstrating deep knowledge and expertise in media management. She consistently delivered high-quality work, demonstrating a strong understanding of industry trends and best practices. Despite being an interim manager, she quickly formed strong relationships with her colleagues and stakeholders, fostering a positive and collaborative work environment.“

Sabrina Mucig, Media and Digital Transformation
Senior Director Europe, Colgate-Palmolive



What my Clients say about me

"Sonja is simply great! She supported us in a complex and time-critical media strategy project with a European dimension and shone from the start.

Her strategic strength, intelligent approach and ability to quickly grasp complex issues and get to the heart of the matter are impressive. It was great fun to work together on strategic issues at such an intelligent level! Sonja is also very organised, calm and empathetic. Simply top!"

Max Emanuel Frick, Director Client Growth & Innovation, Mediaplus



What my Clients say about me

„Dear Sonja, it is a great pleasure to work with you. Your strategic expertise, combined with your structured way of working, helps us a lot in solving complex tasks. I am inspired by your enthusiasm. I look forward to many more successes together!“

Thomas Kietsch, Founder and Managing
Director mediaplan GmbH



Let's Work Together!

Just reach out directly to discuss how I can tailor my expertise to your brand's aspirations.

Sonja Königsberg

+49-179-4710345

mail@sonjakoenigsberg.de

www.sonjakoenigsberg.de

LinkedIn: www.linkedin.com/in/sonjakoenigsberg

Instagram: [@sonjakoenigsberg_business](https://www.instagram.com/sonjakoenigsberg_business)



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