




# LISA ANNIKA KONRAD

*SOCIAL STRATEGIST & VISUAL DESIGNER*

## CONTACT

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## LANGUAGES

English / fluent  
German / fluent  
Spanish / intermediate  
French / basic

## SKILLS

Adobe Cloud  
MS Office  
Social Media  
Project Management  
Content Development  
Business Research

## INTERESTS

Media / Art  
Competitive Tennis / Sports  
Performing Arts / Music  
Technology  
Travel

## EDUCATION

### SAVANNAH COLLEGE OF ART AND DESIGN

BFA in Social Strategy and Management / Dean's List / 4.0 GPA  
Minor in Advertising and Branding / 2022-2026

## WORK EXPERIENCE

### SOCIAL MEDIA MANAGER

SCAD Tennis / Jan 2023 - Present

**Created** a social media presence that increased team visibility and engagement, doubling the team's Instagram followers.  
**Researching** social media trends to implement innovative content strategies and optimize audience engagement.

### JUNIOR GRAPHIC DESIGNER

Dype GmbH - Agency for Amazon / Jan 2024 - April 2025

**Collaborating** with the design team to create visual content for various Amazon projects.  
**Managing** communication between clients and the design agency to understand design needs and ensure project alignment.  
**Managing** the content posts on Amazon.

### TENNIS COACH

Rafa Nadal Academy / Spain / Jul 2024 - Aug 2024

**Evaluated** each student's abilities to identify strengths and pinpoint areas for targeted improvement.  
**Recognized** individual learning styles and adjusted coaching techniques to optimize each student's development.

### PLAYER SERVICE WTA 125 LIQUI MOLY OPEN

Karlsruhe / May 2022

**Functioned** as a contact point for players, ensuring their needs were met and enhanced their overall tournament experience.  
**Coordinated** with event staff to ensure smooth operations and communication.

## ACHIEVEMENTS

SCAD Athletic Scholarship / Tennis / 2022-2026  
NAIA Champion of Character / 2024  
Head of the Sports Working Group in Student Council / 2018-2021