



# JULIA FELL

Photo Editing, Photo  
Production, PR &  
Communications

## CONTACT

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## SKILLS

### Photo Editing & Production:

Development of cross-media visual strategies  
Art direction and concept development  
Image research and licensing  
Photo production (casting, location scouting, shoot  
management, budget control)  
rights clearance

### PR & Communications:

PR concepts and communication plans  
Press relations (press releases, press conferences, media  
monitoring)  
Copywriting and editing  
Social media management

### Tools and Software:

Adobe Creative Suite (Photoshop, InDesign, Lightroom,  
Premiere, Bridge, Illustrator)  
CMS: WordPress, TYPO3, Wagtail  
Editorial systems: censhare, Woodwing  
AI tools: Claude, Claude Code, DeeVid, NanoBanana,  
HeyGen, Veo, Flux, Neuroflash, Topaz Labs

### Languages:

German (native)  
English (fluent, bilingual education)

## PROFESSIONAL EXPERIENCE

### Freelance Photo Editor

since May 2019

Clients (selection): ADAC, Akademie der Bayerischen Presse, ALDI Süd, Allianz, Axel Springer Corporate Solutions, Bauer Verlag, DEPT, Handelsblatt Media Group, IAN In a Nutshell, KITE Magazin, mobile.de, Nansen & Piccard, Penguin Random House, ressourcenmangel Berlin, Warner Media

### Lecturer and Workshop Facilitator

since 2018

Lecturer at the Akademie der Bayerischen Presse Munich and facilitator of in-house workshops on working with image content; facilitator of creative team workshops on behalf of Paint and Connect across northern Germany; clients include: Deutsche Rentenversicherung, Südtiroler Wirtschaftszeitung, Hansmann PR, Munich

### Freelance PR and Marketing Manager

Museum Wilhelm Busch, Hannover | Jun. 2024 – Feb. 2026

Press and public relations, social media management, OOH and online marketing, museum website maintenance, newsletter production

### Senior Photo Editor

Agentur C3, München | März 2015 – Mai 2018

Photo content production and image licensing for various content marketing media (print and digital), administration and team management of the photo editing department (6 staff members)

### Photo Editor

Gräfe und Unzer Verlag | Okt. 2012 – Feb. 2015

Cover and interior image research and production for books and eBooks, syndication of in-house photo productions

### Photo Editor

Journal International | Okt. 2007 – Sep. 2012

2-year traineeship in the photo editing department followed by permanent hire; photo editorial management of various corporate publishing projects

## EDUCATION & TRAINING

### Hochschule Hannover x heise Akademie

Training | Jan. 2026 – Apr. 2026

Generative and agentic AI, prompt engineering, AI integration in business processes, practical project (university certificate, 3 ECTS)

### AI Marketing Bootcamp (online)

Training | Dec. 2023 – Feb. 2024

Fundamentals of generative AI (text and image), prompt engineering

### Wildner Akademie, Munich

Full-time training | Jun. 2018 – Feb. 2019

Online marketing, web design, graphic design, social media management

### Ludwig-Maximilians-Universität, Munich

Studies | 2003 – 2007

Bachelor of Arts in Communication Studies

Final grade: 1.3 (excellent)

### European School, Culham (England)

School | 1994 – 2001

European Baccalaureate (bilingual school-leaving certificate)

Final grade: 1.4 (excellent)