



# ANNALENA SOMMER

MSC PSYCHOLOGY & SUSTAINABILITY SCIENCES & ONLINE MARKETING

## PROFILE

Psychologist and master's graduate in sustainability science with a focus on environmental and human rights. Combines academic expertise in human rights, environmental justice, and gender issues with practical experience in international NGOs, educational projects, and local advocacy. Committed to approaches that integrate social justice and sustainability to address global challenges holistically.

## SKILLS & KNOWLEDGE

- Empirical Research & Statistics
- Carbon Footprinting & Life Cycle Assessment (LCA)
- Behavioral Research & Green Nudges
- Market and Competitor Analysis (Statista, Google Analytics)
- Basic Knowledge of the Adobe Suite (Lightroom, Photoshop & more)
- Language Skills:
  - English & Spanish – fluent
  - French & Dutch – basic knowledge

## CONTACT INFORMATION

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48317 Drensteinfurt

## PROFESSIONAL EXPERIENCE

### Content Creation & Digitales Marketing

Freelancer @annaxsommer | since 2017

- Building an online community focused on travel, studying, and lifestyle in the DACH region (over 60,000 followers)
- Producing reel and campaign videos with more than 1 million views
- Collaborations with brands such as Greenpeace, Duolingo, Explore Tunisia / USAID & Explore Tunisia
- Producing reel and campaign videos with over 500,000 total views  
SEO-optimized copywriting and newsletter campaigns with above-average open rates (>30%)

### Social Entrepreneurship

E-Commerce Institute | since 2021

- Contributed to building a social-entrepreneurship platform that reached over 200 users during the pilot phase and provided scalable empowerment resources
- Researched and prioritized 50-70 potential funding partners to expand the fundraising pipeline
- Prepared and delivered 10+ pitch and partner presentations that initiated new collaborations

### Philanthropy Associate

Climate LAW | November 2023 – December 2024

- Supported fundraising by researching and prioritizing 40+ potential local climate-focused funding organizations
- Co-authored 10+ grant applications, including budget drafts, impact frameworks, and Theory of Change elements
- Created monitoring reports and communication materials used to present project impact more transparently

## ACADEMIC BACKGROUND

### Lund University, Sweden

MSc. Environmental Studies & Sustainability Science | 2023 - 2025

- Research in Colombia (2025) on "Psychological Violence Against Female Environmental and Human Rights Defenders," funded by the Crafoord Institute and currently under preparation for publication

### University of Leiden, Netherlands

MSc. Economic & Consumer Psychology | 2021 - 2022

- Master's thesis: "Does group membership influence sustainable food consumption?"

### Tecnológico de Monterrey, Mexico

Additional courses in Business Management with a focus on Marketing & Human Resources | 2019

### University of Twente, Niederlande

BSc. Psychology | 2017 - 2020

- Elective modules during my Bachelor: · Psychopathology & Psychodiagnostics (Clinical Psychology) · Conflict, Risk & Safety