Stella Michelle Metzler

Content and Social Media Professional

Schutterwald, near Offenburg, Germany

contact.stella@icloud.com | +49 176 22070665

Profile

Experience in social media, editorial planning, content management and international digital projects. Hands-on short-form video production, from concept to editing, supported by structured reporting and stakeholder coordination.

Professional experience

Consileon Business Consultancy GmbH

Consultant & Rollout Manager | 09/2022 – 03/2026

• Helped build and manage the Corporate Academy's social media presence: channel strategy, editorial planning, copywriting and community management.

• Localized and published content in Adobe Experience Manager; coordinated a digital showroom rollout across 21 markets and more than 700 dealer locations.

• Created and analysed KPI dashboards covering reach, interactions and usage.

• Coordinated international stakeholders; developed and delivered training and produced product manuals.

Stella Away | UGC Content Creator

Ongoing · Self-directed portfolio work

Concept, on-camera presentation, filming and editing of short videos for Instagram and TikTok. Beauty, haircare and lifestyle; CapCut and Canva.

Education and training

B.A. International Business Management · DHBW Lörrach · 09/2019 – 09/2022

Dual-study partner: Metallbau Früh GmbH; HR process improvement and project coordination. Student marketing projects: DHBW Lörrach (2022), EOS Groundies (2021), LED Future Oy (2021).

Certified Digital Marketing Professional; Customer Centricity; Professional Scrum Product Owner I; PRINCE2 Foundation; Certified SAFe 6 Agilist; AEVO / AdA.

Skills and links

Adobe Experience Manager · CapCut · Canva · Meta Business Suite

German native · English C1 · Russian conversational · French and Spanish basic

Portfolio: https://ugc.stellaaway.com
Instagram: https://www.instagram.com/stellaaway/
TikTok: https://www.tiktok.com/@stellaaway
LinkedIn: https://www.linkedin.com/in/stella-metzler