

Lukas Wiel

COPY, CONTENT & EDITING

CONTACT

01



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EXPERIENCE

02

01 CURRENT · ALONGSIDE FREELANCE WORK

Marketing & Content

DEEPSYNERGY.AI

Copywriting and management of the LinkedIn presence: editorial planning, posts, community and day-to-day account care. Concept and design of pitch decks and brand material, plus upkeep of the website.

02 AUGUST 2025 – PRESENT

Content & Web

FREELANCE

Concept and build of complete web presences, plus redesigns of existing client sites: from structure and design through to copywriting. Ongoing maintenance and optimisation in close collaboration with clients.

03 APRIL 2025 – AUGUST 2025

Social Media Manager

NETVIS

Concept, shooting and editing of social media content for Instagram: from the idea through production to the finished cut. Developed the content strategy and ran active community management.

04 AUGUST 2023 – APRIL 2025

Webdesign / Brand Identity

NETVIS

Delivered entire web projects independently, including structure, design, maintenance and SEO to grow visibility. Designed logos and product labels as part of full brand identities.

SKILLS

03

TEXT

Copywriting · Content strategy

PRODUCTION

DaVinci Resolve · CapCut ·
Adobe Photoshop · Adobe
Illustrator · Canva

WEB

WordPress · HTML & CSS basics ·
SEO basics

LANGUAGES

04

German C2 · English B2

ABOUT

05

Online marketing student (B.A.) with hands-on experience in social media, web design and brand presence. I cut the video, write the copy and build the page the content lands on. Right now I am moving further towards social media and content production — where idea, shoot and edit come together.

EDUCATION

06

IU International University

ONLINE MARKETING B.A. (IN PROGRESS)