Leonie Stella Hettich February **2022**

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Education and Academic Positions

Since 02/2022	Research Assistant Management/ Organization Group TU Ilmenau, Germany
02/2021 – 01/2022	Position as Junior Social Media Marketing Manager Munich, Germany
10/2018 – 01/2021	Master of Arts in Media and Communication Science TU Ilmenau, Germany Thesis: Analysis of learning motivation as an influencing factor on study interest as well as learning and performance goal orientation
06/2017 – 10/2017	Student Research Assistant Department Marketing TU Ilmenau, Germany
10/2013 – 05/2018	Bachelor of Arts in Media and Communication Science TU Ilmenau, Germany Thesis: Special features in the marketing of non-consecutive master's programs in STEM fields

Methodological Expertise

Qualitative Methods in Social Sciences, Quantitative Methods in Social Sciences, Content Analysis

Software Expertise

SPSS, R-Studio Statistics