Hana Kraus

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PROFESSIONAL SUMMARY

Strategic communications professional with three years of experience in high-stakes corporate communications, including major transactions, organizational change, restructurings and other financial situations. Skilled in developing communications strategies, managing cross-functional projects and translating complex business matters into clear narratives across stakeholder groups. Entrepreneurial experience developing an independent brand and its communications strategy. Authorized to work in the U.S. and Germany without sponsorship.

RELEVANT PROFESSIONAL EXPERIENCE

Founder | Brand & Communications Strategy *February 2026 - Present* | *Hamburg, Germany*
Morgensterns

- Built a comprehensive business plan for a bespoke travel advisory, incorporating market research, audience analysis, financial modeling, competitive positioning, pricing, service development and client outreach strategies supporting its November 2026 launch
- Established brand messaging and wrote website and social media copy, shaping its communications campaign to create a consistent identity across channels

Senior Account Executive | Promoted twice in three years *September 2022 - August 2025* | *New York, NY, USA*
Joele Frank, Wilkinson Brimmer Katcher

- Developed strategic communications frameworks and managed internal and external workstreams for high-stakes financial situations, translating client priorities into clear, compelling messaging across stakeholder groups. Notable projects include:
  - Transaction communications for Union Pacific's announced merger with Norfolk Southern ($85bn) and Bristol Myers Squibb's acquisitions of RayzeBio ($4.1bn), Karuna ($14bn) and Mirati ($4.8bn)
  - Shareholder activism defense campaigns for public companies including Salesforce and Norfolk Southern
  - Warner Bros. Discovery's holding company and separation announcements
- Prepared executive presentations, speeches, scripts and employee communications for investor days, town halls, leadership changes and other corporate events, coordinating with internal stakeholders and external vendors
- Supported planned and unplanned leadership transitions by preparing messaging for investors, customers, employees and other stakeholder groups
- Supervised and mentored a team of 3-5 junior colleagues, ensuring quality across client workstreams
- Executed digital campaigns and managed social media, supporting media outreach that secured 50+ placements in top-tier outlets

Intern *October 2021 - December 2021* | *Geneva, Switzerland*
International Code of Conduct Association (ICoCA)

- Conducted research on the global private security sector, reporting directly to senior leadership to assist on-the-ground engagement

Intern *May 2021 - August 2021* | *Washington, D.C., USA*
FGS Global

- Researched legislative and regulatory matters to support client deliverables. Won first prize in the summer internship competition

EDUCATION

Bachelor of Arts in International Relations
Boston University, Pardee School of Global Studies *Graduated: May 2022* | *Boston, MA, USA*

VOLUNTEER EXPERIENCE

Alumni Council *April 2026 - Present*
Boston University Hillel

- Advises on alumni engagement and campus programming strategy, contributing financial support amid a shifting campus climate

Board of Directors *May 2020 - May 2022*
Boston University Hillel

- Facilitated fundraising through donor relations and grant applications during a period of annual revenue growth from $1.3m to $1.8m

SKILLS

✓Strategic Messaging ✓Organizational Change Communications ✓Executive Communications ✓Stakeholder Management ✓Project Management ✓Content Strategy ✓Cross-Functional Collaboration ✓Editorial Judgment ✓Microsoft SharePoint ✓Google Workspace

LANGUAGES

English (Native), German (B2, working toward C1)