

Paula Odenthal

Social & Creative Strategy, Photography, Craft

A creative with a background in operations, partnerships and social media, and an eye trained by years of documentary and editorial photography.



Operations Manager, Partnerships, Social & Ads

2024 – present

Book a Bubble, nature stays in Germany, remote

- Managed 15 partners, 7 of them newly brought in
- Ran the Instagram and the Meta & Google Ads
- Community grew by 12K followers
- Bookings up more than 200% this year
- Shot and edited the brand's photos and videos
- Worked on the rebranding, launching November 2026
- Landing pages, campaign visuals and posters

Social media strategy

Content planning

Meta & Google Ads

Photography & video

Graphic design

Partnerships & operations

Canva, Figma, ClickUp, Claude

German, native

English, fluent

Surfing, yoga, painting

odenthalpaula@gmail.com

Freelance Photographer

2022 – 2024

Self-employed

- Photo shoot for the fashion label Saint Sass
- Planned the shoot and created the mood board
- Photographed and edited the images
- Delivered the final images to the brand
- Portraits and personal projects, analog and digital

Social Media Intern

2024

Apirongroup agency, Munich

- Social media for clients in the education sector
- Content planning, creation and posting
- Managed the clients' accounts

Sales Assistant

2023 – 2024

Hella Good, Cologne

- Customer advice in the shop
- Bookkeeping

Media Design, RFH Cologne

2020 – 2023

Abitur, Ursulinenschule

2011 – 2020