A passion for her job

Nina Höhn is responsible for customer communication and content marketing for Neue Verlagsgesellschaft (NVG) and the travel subsidiary Daydreams.

The office Nina Höhn shares with her four-person team is neat and tidy – after all, promoting Daydreams is a complicated job. At the centre of the room, a large notice board is covered in pieces of colourful paper. This shows which team member is working on which task and how much progress they have made. Despite the full notice board, they enjoy their work and work towards a common goal.

Not all beginnings are hard

In 2010, Nina Höhn from Nuremberg joined direct interactive, Burda’s performance marketing agency, as a dual student.

“The practical phases of my studies introduced me to the various online divisions. It was here that I learned the basic mechanisms that I now use every day to plan and design marketing and communication measures.”

Nina Höhn on her beginnings
She quickly realised how much specialist knowledge she was acquiring at Burda in comparison with her fellow students. "I was involved from the outset, made contributions and everyone listened to what I had to say. Working on a wide range of projects showed me that my strengths are best channelled into communication and branding." Nina is currently consolidating her theoretical knowledge with a dual Master’s programme focussed on marketing, which she will complete in a few weeks.

**Rising to the challenge**

Nina is now responsible for customer communication and content marketing for Neue Verlagsgesellschaft (NVG) and the travel subsidiary **Daydreams**. As team leader, Nina believes passion for her work is important to inspire others and develop further. "Burda’s GO! and (currently) LEAD! development programmes are helping me to run my own team. But the seminars didn’t just provide me with specialist knowledge; networking with colleagues was also beneficial", she says of her further training. Support from Burda and her managers has helped Nina Höhn to grow into her role.

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