

Master Achievements – Anna Sophie Blaue

Area	Achievement
Social Media Strategy	Co-developed and successfully implemented a social media strategy for Europa University Flensburg, contributing to a stronger and more consistent digital presence
Social Media Performance	Grew an English-language Instagram pet account from 0 to 2,300 followers in 3 months, generating up to 551,000 video views through original social content and community engagement
Content & Audience Growth	Launched and grew an English-language blog to approximately 1,500 monthly sessions within 9 months through strategic content creation, SEO and Pinterest marketing
Client Portfolio/Scale	Developed and executed SEO and content strategies for 30+ clients across 18 industries, supporting long-term organic growth and digital visibility
Team Leadership	Led small content teams on client projects, coordinating content production, priorities and successful project delivery
Search Impressions & Clicks	Increased organic search impressions by 40% and clicks by 33% through targeted content and on-page SEO optimization
Keyword Rankings	Achieved Top 10 Google visibility for 552 search queries over a 16-month period, including 125 queries ranking in the Top 3 on average
AI Search	Secured prominent visibility in generative search, with client content appearing in ChatGPT and among the top three sources in Google AI Overviews