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. Drawn to brands built on real values rather than trends.



Operations Manager, Partnerships, Social & Ads
2024 – present

Book a Bubble, nature stays in Germany, remote

I look after the partners and client communication, run the Instagram and the Meta and Google Ads, and shoot and edit the brand's photos and videos. I also make the landing pages, campaign visuals and posters, and work closely with the IT and backend team.

Freelance Photographer
2022 – 2024

Self-employed

A photo shoot for the fashion label Saint Sass, plus portraits and personal projects, analog and digital.

Social Media Intern
2024

Apirongroup agency, Munich

Social media for clients in the education sector, from planning the content to making it.

Sales Assistant
2023 – 2024

Hella Good, Cologne

Customer advice in the shop, and the bookkeeping.

Media Design, RFH Cologne — 2020 – 2023

Abitur, Ursulinenschule — 2011 – 2020

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

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