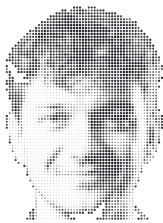


Lukas Schlüter



Digital marketing, AI automation, and **change that sticks.**

Open to full-time roles, working-student and internship positions, and a bachelor thesis in marketing automation, AI and digital processes. Open to conversations.

At a glance

Based in Munich, Germany	Degree B.A. Digital Marketing, SRH Fernhochschule, expected 2027	Languages German (native) English (B2, school certificate 2023)	Now Working student, social media marketing, at BMW Motorrad, since 02/2026
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Experience

02/2026–present	● Working student, social media marketing BMW Motorrad, Munich
02/2025–01/2026	○ Working student, community management & content creation LOBECO GmbH (agency), Munich Community management for international automotive brands on global social channels; content ideas, monitoring and quarterly reporting.
10/2024–01/2025	○ HR marketing intern Theo Müller Group, Freising Content for social channels and internal communication; trend and KPI analysis for employer branding.
02/2020–present	● Self-employed Simplify Music Social media strategy for clients, podcast and video production, branding.

Education

08/2024–2027 expected	○ B.A. Digital Marketing SRH Fernhochschule (distance learning)
10/2023–2024	○ Biotechnology, bachelor's programme, two semesters, not completed Hochschule Weihenstephan-Triesdorf
07/2023	○ Fachhochschulreife (entrance qualification for universities of applied sciences), social track Staatliche Fachoberschule Freising

Selected work

Community Signal Pipeline: public discussions classified by sentiment and objection	Concept and build	Python, SetFit, Docker, n8n
Launch-ready funnel for a new online course	Concept, build, decision paper	HTML/JS, serverless API, EU hosting
Abstracta: research papers to clean Markdown, offline	Design and build	Python, PyMuPDF, pdfplumber

Tools	Python · SetFit / Transformers classification · Docker · n8n · Apple Shortcuts · Jira API · Figma SwiftUI / Xcode · Excel · React / GSAP
Skills	Community management · Content creation · Social media reporting and analysis Podcast and video production