



Contact

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kontakt@sophie-estel.de

Weierstraßweg 12
33102 Paderborn

Expertise

- Project Communication
- Change Management
- Workshop Facilitation
- Visual Storytelling
- Project Management Office (PMO)

Qualifications

B.A. Journalism / Media Management

2014

ITIL v3 Foundation

Januar 2015

Change Management Intensive

Nov 2018

PRINCE2 Foundation

Jul 2019

Digital Workshop Facilitator

Apr 2021

Sales Masterclass

Aug 2025

Hi, I'm Sophie!

Clarity drives Efficiency – that's the conviction I've gained from more than 8 years of IT project work in corporate environments. Project teams gain momentum through clear communication and transparent information, enabling them to achieve their goals effectively and with fewer resources.

Do you share this belief, but lack the time to consistently implement your communication strategy? Then I can support you!

Short Profile

since 2024

Self-employed Communications & Change Manager / Workshop Facilitator

3 of the TOP10 DAX companies, political organizations, others
(for details, see project overview 1/2)

2019-2023

IT Consultant – PMO / Communications & Change Management | LEOGY GmbH

4 years

Clients: Volkswagen Financial Services AG | Hansestadt Rostock

In the Project Management Office (PMO) and as communications manager, I had the opportunity to broaden my IT expertise within a complex migration program. Additionally, I supported a BaFin compliance project as project assistant and designed/facilitated workshops for other projects (for details, see project overview).

- Project communication and coordination
- Workshop Facilitation online (Miro) & on-site
- Information and knowledge management for a project with more than 800 affected employees and over 80 service providers involved

2015-2019

IT Consultant Process and Project Management | Trilogy GmbH

4 years

Clients: Volkswagen Financial Services AG | MAN Truck & Bus SE

Trilogy GmbH enabled my lateral entry into IT. I started as a process manager, later worked in the PMO, and after additional training implemented first measures in the fields of communication and change (for details, see project overview 2/2).

- Optimization of various ITIL processes followed by training sessions
- Preparation of executive and management presentations on IT topics and for project marketing purposes
- Projects: IT cost optimization, technical separations due to restructuring, process adjustments in IT Service Management

2013-2014

Corporate Communications | Volkswagen AG

1.5 years

During my time at Volkswagen Corporate Communications, I completed three practical semesters and wrote my thesis with a top grade (1.0).

- Supported the strategic development of the communications department
- Relaunch, editorial work and design of the employee magazine
- Planning and organization of the anniversary celebration in Volkswagenhalle Braunschweig for more than 2,000 employees

[Weitere Qualifikationen und
Berufserfahrungen auf](#)





Project Overview 1/2

March 2025 - present | 5-6 weeks / year

Workshop Facilitation & Change Management for a Remote IT Team

Client: Digital Commerce Experts GmbH

Objectives

- Improve communication and collaboration within a distributed developer team
- Strengthen consulting skills and client-facing role
- Foster ownership and active participation

Responsibilities

- Design and facilitation of full-day workshops (on-site & remote)
- Introduction and application of Transactional Analysis in daily project work
- Development of structured formats for internal topic identification ("ComeIn Days")
- Use of methods such as LEGO® Serious Play, peer consulting and group exercises
- Support in implementing role clarity and change initiatives

January 2025 - present | 5-10h / week

Social Media Management

Client: Political Organization

- Design of communication strategies aimed at winning and engaging new voters for the 2025 federal election and the Paderborn municipal election in September 2025
- Management of the party's social media accounts on Instagram and Facebook
- Content creation / copywriting
- Production of reels and posts using Capcut and Canva
- Community building for long-term engagement and new member recruitment

September - December 2024 | 20h / week

Communications & Change Management in a large-scale transformation project

Client: E.ON Digital Technology GmbH*

Framework: 90% remote, program structure, agile working model

- Development of a change management concept
- Preparation of a communications plan

*Client name only specified in profiles provided for Hays AG

- Information dissemination / identification of various stakeholders
- Identification of improvement potential and practical implementation of solutions
- Preparation and facilitation of team meetings and workshops
- Maintenance and further development of the intranet project page to ensure effective internal communication and knowledge sharing
- Transfer of methodological expertise to the team and the wider organization
- Escalation of issues, problems, and blockers

September 2021 - present | freelance assignments

Workshop Facilitation | Event & Community Management

Client: Die wichtigste Stunde GmbH

- Monthly facilitation of self-designed online workshop and networking formats (Zoom / Teams / Miro)
- Planning and organization of community events (100-250 participants), 7 events since September 2021 across several major German cities
- Facilitation of various off-site workshops (e.g., goal setting, self-image vs. external perception, structured large-group networking, peer case consultation, etc.)
- Organization of mastermind retreats (50-70 participants), 2 retreats (Turkey and South Tyrol)

April 2020 - December 2021 | 1 year, 8 month

PMO / Communications & Change Management in a data center migration program

Client: Volkswagen Financial Services AG, IT Operations

Rahmen: Framework: fully remote, more than 800 employees affected, over 80 service providers involved, program structure

- Classic PMO activities: provision of standardized processes and documents for the projects, monitoring & controlling, meeting organization and facilitation, stakeholder management, risk management, change management
- Design (HTML/Outlook) and editing of monthly email newsletters (translating IT jargon into concise and easy-to-understand language)
- Support of international subsidiaries (meetings conducted in English)



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Project Overview 2/2

- Creation of infographics and visual material for presentations, SharePoint, emails, and articles in line with the internal project corporate design
- Setup and administration of SharePoint: knowledge database and project glossary, project tracking, as well as reporting and documentation system for projects
- Organization of internal project team events and benefits at project completion

June - August 2020 | 10 days

Single assignment – Requirements definition for establishing a PMO

Client: Hanseatic City of Rostock

- Concept, facilitation, and follow-up of online workshops to define the requirements for setting up a central PMO to oversee all municipal IT projects
- Preparation of a decision paper for the Mayor
- Advisory support as a PMO subject-matter expert

November 2019 - March 2020 | 5 month

Project Assistance / PMO in a project to address BaFin findings (ECB), primarily in IT security

Client: Volkswagen Financial Services AG, IT Operations

- Coordination of multiple small teams tasked with remediating individual findings
- Resource planning
- Monitoring & controlling
- Document management & quality assurance
- Reporting / weekly status updates

April 2018 - March 2019 | 5 month

PMO in an IT cost reduction project (> €10 million)

Client: Volkswagen Financial Services AG, IT Executive Board

- PMO responsibilities: development of standard documents, budget control, reporting, schedule coordination, meeting minutes
- Monitoring & controlling
- Project communication (presentations, intranet articles, newsletters, surveys, feedback collection)

- Setup and administration of SharePoint to identify and track cost-saving measures
- Idea management
- Organization of information events
- Preparation of presentations for executive board meetings and the annual general meeting

April 2017 - March 2018 | 1 year

PMO in an infrastructure and service restructuring project

Client: Volkswagen Financial Services AG, IT Operations

- PMO responsibilities: provision of standardized processes and documents for the projects, monitoring & controlling, meeting organization and facilitation, stakeholder management, risk management, change management
- Project communication (intranet articles, newsletters, presentations)
- Setup and administration of SharePoint to identify and track technical adjustments

March 2015 - March 2017 | 2 years, 1 month

Process Owner – Optimization of the ITIL Problem Management process

Client: Volkswagen Financial Services AG, IT Operations

- Daily operations as Process Owner (ticket handling)
- Comprehensive process optimization
- Development of training concepts: live trainings and weekly email newsletters (“learning by doing”)
- Creation of an HTML template for process newsletters
- Design of company-specific logos for each ITIL process in line with corporate design
- Creation of infographics for intranet and newsletters (e.g., decision tree “When do I open a problem ticket?”, big picture of ITIL processes at VWFS, etc.)

Tool expertise can be found on LinkedIn under “Skills” → “Tools & Technologies”



Including WordPress & Elementor (used for own business website development, ongoing)



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