

Contact

www.linkedin.com/in/annalenaschenck (LinkedIn)

Top Skills

German as a Second Language
Educational Materials
Creativity and Innovation

Languages

German (Native or Bilingual)
Englisch (Full Professional)
French (Limited Working)

Certifications

German B1-B2 Examiner License /
Prüferlizenz Deutsch B1-B2
Freies Lektorat I - Sicher Redigieren
BAMF Accreditation
German A1-C2 Examiner License /
Prüferlizenz Deutsch A1-C2
Trainer License DLL (Deutsch
Lehren Lernen)

Honors-Awards

Pedagogical Exchange Service
Scholarship Award
IES Abroad Teaching Assistantship
Scholarship Award

Anna-Lena Schenck

Cultural & Educational Projects • Film, Language & Media •
Educational Media Writer & Editor • DaF/DaZ Lecturer
Hamburg, Hamburg, Germany

Summary

I work at the intersection of language, culture, and education, developing educational content, cultural programs, and creative projects. As a writer in educational media, I create and edit learning materials and digital content. Alongside this, I teach German as a Foreign/Second Language (DaF/DaZ) and collaborate on educational and cultural initiatives, media, and creative formats. I'm particularly interested in projects that connect language, creativity, and cultural exchange.

Experience

Goethe-Institut e.V.
Freelance Writer, Editor & DaF/DaZ Lecturer - Educational Media & Language Projects
May 2013 - Present (13 years)

I am a writer and editor in educational media and a DaF/DaZ lecturer, specialising in the development of learning materials, digital content, and language programs for international audiences. I design and deliver German language courses (A1–C2), create engaging educational formats and contribute to content development across print, digital and social media.

Clients include: Goethe-Institut, Berlitz, Eduversum, PASCH-net, NSW Department of Education.

Goethe-Institut Australien

13 years 5 months

Head of Educational Services

January 2021 - May 2024 (3 years 5 months)

Conceptualised and delivered a range of educational and digital media initiatives in Australia with a focus on German, including the Kino for Kids section of the German Film Festival for young audiences and schools, alongside podcast projects such as Superfrauen

Curated and led conferences and professional learning for teachers
Developed creative, curriculum-aligned teaching materials for diverse educational contexts
Built and strengthened partnerships across the education and cultural sectors, contributing to communications, outreach and audience engagement

Project Coordinator Educational Services

January 2017 - January 2021 (4 years 1 month)

Coordinated the international creative ideas competition Unternehmen Deutsch – Enterprise German across Australia and the Asia-Pacific region
Developed and managed partnerships with companies, schools, and international stakeholders, including the German Embassy and the German-Australian Chamber of Industry and Commerce
Led communication and coordination with participating schools and partner organisations
Managed budgeting, administration and program logistics
Developed teaching materials, publicity resources and online learning spaces
Designed and delivered professional development workshops for teachers
Planned, coordinated and facilitated public events and presentations

German Language Instructor, Online Tutor, Presenter

January 2011 - January 2021 (10 years 1 month)

Developed and taught group and individual German language courses (A1–C2), including super-intensive courses, grammar courses, Business German, exam preparation, and online courses
Taught secondary school students preparing for HSC Continuers and Extension German

Language Coordinator Language Course Department

January 2013 - March 2017 (4 years 3 months)

Delivered teacher training in person and online, including Moodle and interactive whiteboard (IWB) training
Developed and advised on digital learning materials, including SMART Notebook resources
Set up and administered the Moodle learning platform
Supervised and mentored interns and new teachers in the language department
Served as liaison and support contact for teaching staff
Advised students on course selection and extracurricular learning opportunities

Language Advisor Educational Services

January 2015 - December 2016 (2 years)

Managed and contributed to professional development programs for teachers of German and language assistants

Planned and advised on educational projects, including curriculum development and teaching materials

Organized and supported teachers' resource centres and professional networks

Developed partnerships with educational institutions and organizations

Provided training and support for Professional Development Facilitators

Liaised with schools and school administrations to support German programs

Planned and organized student activities and educational events

St. Andrews Cathedral School

German Language Instructor

2011 - 2012 (1 year)

Sydney, Australia

Taught German language and culture to secondary school students (Years 7–12), including HSC Continuers, Extension, and IB German

Developed teaching materials and classroom resources

Cosmotourist

Editor

2006 - 2011 (5 years)

Online

Wrote and edited travel and culture articles for an international online platform, researching destinations and creating editorial content about travel and local culture.

Cherrybrook Technology High School

German Language Assistant

January 2010 - December 2010 (1 year)

Sydney, Australia

Supported German language teaching and classroom activities at secondary school level

Developed teaching materials and assisted with language practice and conversation sessions

Contributed to cultural events and activities promoting German language and culture

Lernwerk GmbH

Language Tutor

August 2007 - December 2009 (2 years 5 months)

Berlin Area, Germany

Designed and delivered tailored learning programs for individuals and groups across different age groups and educational backgrounds

Organized and facilitated holiday workshops and learning activities

McDaniel College

Foreign Language Teaching Assistant

June 2006 - June 2007 (1 year 1 month)

Baltimore, Maryland Area

Taught beginning and intermediate German language and culture, including conversation classes and German cinema

Organized cultural events for the Language Department, including German International Day, Multicultural Day, movie nights, and immersion weekends

Coordinated administrative tasks and supported departmental activities

Education

Humboldt-Universität zu Berlin

Master of Arts (M.A.) (Staatsexamen), English and German Linguistics and Literature, Education and Psychology · (2003 - 2009)

Ludwig-Maximilians Universität München

Diploma, German as Foreign Language · (2010 - 2012)

McDaniel College

American Literature, Cultural Studies, French · (2006 - 2007)