

NENA BROCKHAUS (GEB. SCHINK)



Journalist
Expert on Instagram

Nena Schink is a journalist. She has overcome her Instagram addiction and is now taking the social media portal and its influencers to court in an impressive book.

Born in Düsseldorf in 1992, Nena Schink studied economics, law and international relations in Maastricht. During university she completed internships at the news magazine Focus and at Handelsblatt. After her bachelor's degree in 2015, she initially worked for PwC, where her focus was on the strategic orientation of media companies. By mid-2018 she graduated from Georg von Holtzbrinck School for Business Journalists.

For Handelsblatt Media Group she wrote the weekly column "Nena's World" on the youth portal Orange. In 2019 she became a society reporter for the magazine Bunte and since 2020 she writes for Bild and as a presenter for Bild TV.

Nena Schink advocates Female Empowerment and is presenter of the format "Deutschlands Businessfrauen" (Germany's Businesswomen). In her book "Unfollow" she describes how Instagram destroys our lives. She shows why we need to use Instagram in a different way and suggests solutions for our Instagram use.

Topics (Selection):

- How Instagram destroys our lives
- Influencer Marketing: You better save your money
- Generation Y and Generation Z: a life for the limelight