

## WORK EXPERIENCE

**01.11.2019 – today**

### **Concept Interactive**

Parasol Island GmbH  
Rudi-Dutschke-Straße 26  
10969 Berlin  
www.parasol-island.com

- Campaign conception/copy writing
- Customer Journey strategy and analytics
- Recruitment Journey strategy and analytics
- User flow and database design
- Wireframing design for websites and apps
- SEO
- Social and website analytics and strategies
- Content analytics and strategies
- Creative lead for websites and apps projects

Main clients: Volkswagen, Rewe Group, Schalke 04, Red Bull, JTI, John Frieda, Toom  
Business or sector: IT and Advertising

**01.10.2018 – 31.10.2019**

### **Junior Concept Interactive**

- Campaign conception
- Wireframing design for websites and apps
- User flow and database design
- Social analytics and strategies
- Content analytics and strategies
- First creative lead projects for websites and apps

Main clients: Schalke 04, Red Bull, JTI, John Frieda, Toom

**01.11.2017- 31.10.2018**

### **Trainee Creative Concept Interactive**

- Campaign conception
- Wireframing design
- User flow design
- Analytics

Main clients: Schalke 04, Brother, Toom, John Frieda

**08.02.2016–31.10.2017 Project Manager (Development, Marketing and Information)**

OM-Klebetchnik GmbH  
Am Brand 11-13  
90602 Seligenporten (Germany)

[www.om-klebettechnik.de](http://www.om-klebettechnik.de)  
[www.at-industrieservice.at](http://www.at-industrieservice.at)  
[www.selmundo.com](http://www.selmundo.com)

- Strategy development
- Implementation and further development of the company information system
- Establishment of a uniform IT system throughout the Group
- Further development of ERP, interface and webshop
- Implementation and further development of product management
- Team leadership
- Market research / analysis and controlling
- Imposition of project management
- Project management of the new websites
- Starting with the implementation of a content management

Business or sector: Wholesale

**01.06.2015–05.02.2016 Project Manager**

Klebeland GmbH  
Ritterstraße 12-14  
10969 Berlin (Germany)

[www.klebeland.de](http://www.klebeland.de)

- Cost accounting and Pricing
- Optimization of the image of the product assortment and production in the ERP system
- Assortment determination for the new onlineshop
- Transfer of products from the ERP system to the new online shop
- Introduction of interfaces for the communication between the ERP system and the onlineshop
- Implementing a new IT infrastructure
- Creation of a basic eCommerce- and productcontrolling

Business or sector: Wholesale and retail trade

**01.03.2014–31.05.2015 Workingstudent - Executive Assistant (Project Management)**

- Cost accounting and Pricing
- Integration of the ERP system
- Extending eCommerce

Business or sector: Wholesale and retail trade

**14.10.2013–23.02.2014 Intern Student - Executive Assistant (Project Management)**

Klebeland Inh. Timm Zolpys  
Ritterstraße 12-14, 10969 Berlin (Germany)

[www.klebeland.de](http://www.klebeland.de)

- Cost accounting and Pricing
- Integration of the ERP system
- Extending eCommerce

Business or sector: Wholesale and retail trade

**01.08.2012–31.03.2013 Workingstudent (Sales Associate)**

Beverage Creation & Sales GmbH  
Kochstraße 8, 89331 Burgau (Germany)

Starting with sales in Berlin

Business or sector: Food and Beverages

**28.03.2011–30.06.2012 Workingstudent (Sales Associate)**

systemfeld GmbH  
Oranienburger Straße 48-49, 10117 Berlin (Germany)

- Company and environmental analysis
- Creation and implementation of marketing strategies

Business or sector: Information Technology

**EDUCATION AND  
TRAINING**

<b>04.10.2010–05.08.2015</b>	<b>Bachelor of Arts</b>	ISCED 5A
	University of Applied Science, Berlin (Germany) Business Administration (focus: Finance, Marketing)	
<b>01.08.2009–30.06.2010</b>	<b>Abitur</b>	ISCED 4
	Max-Grundig-Schule Amalienstraße 2 - 4, 90763 Fürth (Germany) Focus: Economics	
<b>01.09.2006–31.07.2009</b>	<b>Hotelfachmann</b>	ISCED 3B
	Hotel Raab Äußere Rittersbacher Straße 14, 91126 Schwabach (Germany)	
<b>01.08.2002–30.07.2006</b>	<b>Mittlere Reife</b>	ISCED 3
	Wilhelm-von-Stieber-Schule Brentwoodstraße 1 + 3, 91154 Roth (Germany) Focus: Mathematics and Physics	
<b>01.08.1999–31.07.2002</b>		
	Karl-Dehm-Schule Gutenbergstraße 22, 91126 Schwabach (Germany)	
<b>01.08.1995–31.07.1999</b>		ISCED 1
	Luitpoldschule Schillerplatz 1, 91126 Schwabach (Germany)	

**PERSONAL SKILLS**

Mother tongue(s) German

Other language(s)

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1

Communication skills

Charming, friendly and attentive.

Organisational / managerial skills

- Knowledge in Change Management
- Knowledge in building and leading teams
- Knowledge in setting up and founding companies
- SCRUM Master (TüV Certificate)

Job-related skills

- Quick and methodical work
- Abstract and logical thinking
- Creative and design oriented thinking

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Independent user	Basic user	Independent user

Operating systems: OS-X, Windows, iOS

Office-Programms: MS Office, G-Suite, Apple, Prezi

Project Management: Gant, Trello, Abstract, Asana

E-Commerce: Amazon Seller, Magento, Shopware

CMS: Wordpress, Typo3, Filezilla, Dokuwiki,

CRM: Sage, Sugar CRM

Bookkeeping: Lexoffice

UX: Sketch, Adobe CS, Invision, Whimsical, Miro

Web Analytics: SocialBakers, Google Analytics and Data Studio

Basic knowledge in VBA, Access, SPSS