

WORK EXPERIENCE

01.08.2021 – today

Digital Marketing Manager

PREA Group GmbH
Potsdamer Platz 1
10785 Berlin

www.prea.eu

- Customer Journey strategy and analytics
- Product management and user flow design
- Social and website analytics and strategies
- Content analytics and strategies
- Marketing operations management
- Campaign conception

Business or sector: Real Estate and Proptech

01.05.2021 – 31.07.2021

Concept Interactive / Analytics

Parasol Island GmbH
Rudi-Dutschke-Straße 26
10969 Berlin

www.parasol-island.com

- Customer Journey strategy and analytics
- Recruitment Journey strategy and analytics
- User flow and database design
- SEO
- Social and website analytics and strategies
- Content analytics and strategies
- SCRUM Master

Main clients: Deutscher Basketball Bund, Volkswagen, Rewe Group, Schalke 04, John Frieda

Business or sector: IT and Advertising

01.11.2019 – 30.04.2021

Concept Interactive

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

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

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

- UX strategy
- Web analytics
- Digital communication

Main clients: 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-klebetchnik.de
www.at-industrieservice.at
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 contentmanagement
- Starting with the implementation of a productmanagement

Business or sector: Wholesale

01.06.2015–05.02.2016 Project Manager

Klebeland GmbH
Ritterstraße 12-14, 10969 Berlin (Germany)

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

14.10.2013–31.05.2015 Executive Assistant (Intern Student/Working Student)

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

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

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

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

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, Jira

E-Commerce: Amazon Seller, Magento, Shopware

CMS: Wordpress, Typo3, Filezilla, Dokuwiki, Confluence, GitBook

CRM: Sage, Sugar CRM

Bookkeeping: Lexoffice

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

Web Analytics: SocialBakers, Google Analytics and Data Studio

Basic knowledge in VBA, Access, SPSS