

SKILLS

Marketing and Communication

- Experienced in running integrated marketing & communication campaigns – consisting of planning, execution and measurement
- Digital marketing communication tactics:
 - E-Mail / Promotional campaigns & Newsletter Management
 - Ad-Creation, -Management, Tracking and Scorecard-Mapping
 - Online Video Production and Marketing, Live-Video-Casting
 - Social Media campaigns on Facebook, Twitter and other channels
 - Influencer & Blogger Community Management (including CRM tools)
- Strong technical background for web- and mobile technologies
- Direct marketing, Event marketing:
 - Project lead for several large in-person events and direct mail campaigns
- Budget management:
 - Forecasting
 - Agency Management
 - Vendor & Agency contracts (from Pitch to onboarding)
- Offline/Online Communication with Journalists, Bloggers and Influencers
- Public Relations:
 - PR Agency management
 - PR Roundtables with Journalists and Bloggers

Business

- People Management:
 - Managing employees, freelancers, interns (teams up to 10) within virtual teams
- Learned how to lead virtual teams and to drive projects in an international organization
- Strong knowledge in the execution of return-on-investment calculations and the provision of support thus required for the sales team
- Fluent in Finance & Controlling
- Accustomed to work under pressure on many different projects simultaneously
- Working closely with Product Marketing and Headquarter to develop relevant content and marketing tactics
- Strong knowledge of trends in e-commerce and e-business

Additional Skills

- Talent Program: Working in Central Marketing Group at Microsoft HQ for one month in 2010 (worldwide Social Media Strategy, Cloud Computing Services for Consumers and Developers)
- Online course "Marketing Excellence" at Kellogg school of business management (Chicago) in 2010