





CURRICULUM VITAE

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MARITAL STATUS: Single
NATIONALITY: German

EDUCATIONAL AND PROFESSIONAL BACKGROUND

	<p>04 / 2014 – now</p>	<p>Adobe Systems GmbH Account Manager Media Optimizer & Audience Manager (DMP)</p> <p>Tasks: Consulting, Project Management, Trainings, Mediator between Technical Service, Engineering & Client care</p> <p>Company Description: Adobe Systems Incorporated is an American multinational computer software company. Adobe has historically focused upon the creation of multimedia and creativity software products, with a more recent foray towards rich Internet application software development. It is best known for Photoshop, an image editing software, Adobe Reader, the Portable Document Format (PDF) and Adobe Creative Suite, as well as its successor Adobe Creative Cloud or the Digital Marketing Cloud.</p>
	<p>04 / 2013 - now</p>	<p>Fitness - Dessert Founder / CTO</p> <p>Tasks: Product innovation & Management, Online Marketing activities / Audience selling (Publisher), responsible for all technical implementations</p> <p>Company Description: Fitness Dessert is a big (fitness) community, based on free healthy fitness recipes. With around 400k Facebook fans we are one of the biggest communities around Low Carb and Fitness recipes.</p>

	<p>06 / 2012 – now</p>	<p>JD Blogdesign Director</p> <p>Tasks: Technical set up for blogs, homepages and shops. Business development, strategy consulting, social media, e-commerce, SEA & Interim-Management</p> <p>Company Description: JD Blogdesign is a stand-alone company. I turned my hobby into a profession. With my single-handed company I support small business or spend some time my own projects / clients like:</p> <ul style="list-style-type: none"> ▪ fitness-dessert.de ▪ global-offensive.com ▪ la-leonella.de ▪ borger-see.de ▪ superfood-sports.com
	<p>05 / 2011 – 03 / 2014</p>	<p>Creatrade Holding Online Marketing Manager</p> <p>Tasks: Web analytics, usability, product data management, affiliate management, search engine marketing, marketing efficiency</p> <p>Company Description: Creatrade Holding has its headquarter in Wedel near Hamburg and controls the activities of appealing fashion and lifestyle brands on the basis of a customer-oriented, multi-channel approach throughout Germany and Europe. Each of the brands has its own special market: various target groups, various positions and price segments, and with a specific sales concept in each case consisting of catalogues, online shops, mobile applications and other sales paths. In fact, precisely what the customers of the brands are looking for.</p> <p>The Creatrade Holding consists of the following brands:</p> <ul style="list-style-type: none"> ▪ Impressionen ▪ Conleys ▪ Schneider ▪ Discovery24 ▪ Gingar

		
	11 / 2010 – 03 / 2011	<p>Style-Invaders UG Online Marketing / Content Management</p> <p>Tasks: Online order processing, buildup and maintenance, shop shaping, social media activities, technical changes</p> <p>Company Description: Style-Invaders is a small fashion / street wear online store. The shop is located in Halstenbek near Hamburg and has a selected choice of best known skateboarding brands.</p>

Education	2013 – 2014	University of British Columbia Award of Achievement in Digital Analytics
	2007 - 2010	Mediadesign Hochschule, Berlin (College) Bachelor of Arts
	2004 – 2007	Schulzentrum Grenzstraße, Bremen (High School) Abitur
	1994 – 2004	Public school in Achim, Germany

Certificates	06/2015	Google Analytics Certificate
	06/2015	Google Adwords Certificate
	02/2014	UBC / DAA Award of Achievement in Digital Analytics
	03/2013	Certified etracker Expert
	01/2013	Certified etracker Professional

Language Skills	English(fluent), German (native), French (conversant)
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Additional Skills:

- Programming skills PHP, JavaScript, jQuery, Rubi
- Computer Languages: HTML, CSS, Command Line (SSH), MySQL
- Tools: Wordpress, Microsoft Office, Dreamweaver, Photoshop, Premiere, Salesforce, Adsense, Adwords, DFP, Google Tag Manger
- Web Analytics Tools: Google Analytics, eTracker, Inteliad, Adobe Analytics
- Skills in A / B Testing | multilevel and multivariate testing
- Driver license

Interests:

- *EDP / Technology:* I like to think outside the box. In my free time I try to spend as much time as I can to improve my projects or learn more computer languages.
- *Sports:* I have been playing tennis for several years and was successful in the federal state Lower Saxony. Currently I go to the gym three times a week or I like jogging or bouldering.
- *Music:* I have played violin since 1995 for about 10 years. I also have played drums for about 3 years temporarily in a band.

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