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Nationality German

Key Qualifications

I am a Senior Designer with over 15 years experience in brand/marketing, this includes 7 years experience in performance marketing. Through working for renowned companies like Babel, Groupon, Auto1 and Secret Escapes, I gained diverse marketing knowledge in very different fields. I am self-motivated and love learning new things, for example, getting into user testing or learning Norwegian. Furthermore I am an excellent team player with an efficient and solution-oriented way of working.

Professional Experience

- Jun 2018 - today** **Senior Media Designer at Secret Escapes, Berlin**
Media Sales campaigns mostly for touristboards (incl. microsites, newsletters, banners, social media), branding, print design, UI & product design
- Feb 2018 - Jun 2018** **Senior Marketing Designer bei Audibene, Berlin**
Display marketing, native advertising, landingpages, social media, print design
- Nov 2017 - Dez 2017** **Freelance / L.K.Bennett, London**
Digital/Graphic design (Responsive newsletters, CMS, Marketing Assets)
- Apr 2017 - Oct 2017** **Senior Digital Designer at Sotheby's, London**
Online creatives for auctions, newsletters, slideshows and workflow optimising
- Jun 2016 - Apr 2017** **Lead / Senior Designer, UI & Digital, at ezbob, London**
Brand development, web and print design, online creatives for online and offline marketing, newsletters (design and coding), landing pages, project management
- Jan 2015 - May 2016** **Senior Digital Designer/Team lead at auto1.com, Berlin**
Organising/optimising of workflows, communication with departments, creation of online creatives, UI, newsletters, landing pages, web design for online and performance marketing
- Dec 2012 - Jan 2015** **Digital Designer at Babel/Lesson Nine GmbH, Berlin**
Organising/optimising of workflows, creation of online creatives, newsletters, landing pages, web design for online and performance marketing
- May 2012 - Nov 2012** **Head of Display Graphics at Groupon, Berlin**
Online and performance marketing: team lead, quality control, production of online creatives for all channels, UI/web design

Feb 2011 - Apr 2012 **Digital Designer at Groupon, Berlin**
Online and performance marketing, production of online creatives for all channels, web design

Jan 2009 **Co-founder/owner of rx medien GbR, Berlin**
Marketing and web & print design for the German Red Cross

Education

Oct 2005 - Feb 2006 **Cimdata Academy for digital media**
Flash/ActionScript, Javascript, PHP/MySQL

Sep 1996 - Jan 2001 **Diploma degree in Graphic Arts at UAS Hildesheim/Holzminen**
Communications design (equivalent to a master degree)

Oct 1998 - Mar 1999 **Term abroad at Universidad Complutense De Madrid, Facultad De Bellas Artes in Spain**
Erasmus program

Apr 1995 - Jun 1996 **English and pedagogics at Universität Hannover**

Additional Skills

Software

- Adobe CC Photoshop, InDesign, Illustrator, Animate, Dreamweaver, basic knowledge in After Effects, Google Web Designer, Prototyping (Figma/Sketch, InVision), MS Office (Powerpoint, Excel, Word)
- HTML5, CSS3, Yaml, Bootstrap, GSAP, Javascript, GitHub - version control
- Litmus, Iterable
- Webflow, Unbounce, Wordpress, TYPO3
- Trello, Jira, Pivotal Tracker

Languages

German:	Mother Tongue
English:	Fluent
Norwegian:	Reading: B1-B2; Speaking/Understanding: A2-B1
Spanish:	A2-B1
French:	A2-B1

References

Freelancing for Bergen Cruise & Events AS **Pål Eide Hansen**
CEO & Co-Founder: +47 911 74418

Former supervisor at ezbob **George Aivazoglou**
Chief Marketing Officer: +44 7850 659298

Former supervisor at Babbel **Andrea Ritzerfeld**
Consultant at International Online: +49 177 3436056