

# Rafaela Rascha

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## EDUCATION

**EM Strasbourg Business School**  
*Master in Management*

**Strasbourg, France**  
*Graduation Date: Sep 2025*

**Multimedia Nusantara University**  
*Bachelor in Communication*

**Tangerang, Indonesia**  
*Graduation Date: Jan 2021*

## WORK EXPERIENCE

**Hartmann**  
*Global Sales and Marketing Intern*

**Châtenois, France**  
*Jun 2025 - Dec 2025*

- Supported global product pre-launch: positioning, reimbursement analysis, product educational material, and marketing material development.
- Conducted competitor analyses to inform product positioning and strategic decisions.
- Translated R&D insights into actionable marketing and commercial initiatives.

**Playsync**  
*Freelance Marketer*

**Singapore, Singapore**  
*Sep 2024 - Apr 2025*

- Built player engagement strategies for a gaming company by designing and implementing targeted retention campaigns.
- Worked cross-functionally with product and creative teams to ensure marketing efforts aligned with game development timelines.

**Toge Productions**  
*Event Representative*

**Cologne, Germany**  
*Aug 2024 - Aug 2024*

- Elevated brand visibility at Gamescom 2024 by managing booth operations and engaging with media, content creators, and industry professionals.
- Led logistics, from coordinating volunteers to preparing promotional materials, ensuring a seamless event execution.

**EM Strasbourg Business School**  
*International Student Ambassador*

**Strasbourg, France**  
*Dec 2023 - Present*

- Strengthened the university's global presence by representing EM Strasbourg at international education fairs, engaging with prospective students.
- Developed and executed social media outreach campaigns, making program information more accessible.

## CERTIFICATION

**Certifications:** • [Google Project Management Professional Certificate](#)  
• [Competence in Operational Brand Marketing](#)

## PROJECT EXPERIENCE

**Dames 4 Games**  
*Volunteer Project Manager*

**Nashville, USA**  
*Jul 2024 - Present*

- Communicated with external dev studios and publishers to gather videos and media assets for inclusion in biannual IGN YouTube showcases, ensuring timely delivery and brand alignment.
- Coordinated cross-functional teams for IGN YouTube showcases, contributing to successful biannual productions and enhancing the organization's presence in the gaming community.

## SKILLS & LANGUAGES

**Skills:** • Project Management: Asana, Trello, JIRA.

- Collaboration: Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Slides).

**Languages:** English (C2), French (B1), Chinese (Basic familiarity), Indonesian (Native)