

ANIKA STAMMEN

FINAL YEAR GLOBAL BUSINESS STUDENT

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Dublin, Ireland

OBJECTIVE

As a fourth-year Global Business and International Management student with experience in product and venture development and data analytics, I am seeking to apply my skills in Python, SQL, R and Power BI and my deep understanding of global business practices within the tech industry. My background includes internships in a corporate incubator and in product management for a data analytics platform at a leading global tech company. Passionate about developing innovative, user-friendly technology solutions, I am eager to contribute to projects that simplify complex challenges and positively impact daily life. My goal is to be at the forefront of technological advancements that enhance user experiences worldwide.

EXPERIENCE

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|-----------------|--|
| 09/2023-today | Working Student, Product Management SAP Analytics Cloud,
SAP, Dublin, Ireland |
| | <ul style="list-style-type: none">• Performing daily operational PM tasks, including preparing for customer meetings and events, and promoted products through demos, blogs, and presentations• Overseeing the rollout and planning of new developments n, focusing on accessibility features• Spearheading the implementation of WAG 2.2 criteria to meet and exceed accessibility standards• Conducting regular reporting and communications with various stakeholders on accessibility compliance and updates• Crafting user stories and performing accessibility testing to ensure optimal user experience |
| 01/2023-08/2023 | Intern, Product Management SAP Analytics Cloud,
SAP, Dublin, Ireland |
| | <ul style="list-style-type: none">• Same duties as in the employment experience above and further:• Managed user acceptance testing with internal and external stakeholders• Conducted in-depth research on industry competitors and trends to enhance product features• Led an investment model project, enhancing planning capabilities within SAP Analytics Cloud and coordinating with team members for execution |
| 01/2022-03/2022 | Working Student, Digital Incubation Unit,
BASF Coatings, Münster, Germany |
| | <ul style="list-style-type: none">• Tracking and evaluation of conversion rates for process optimisation in a corporate start-up |

- Strategic and operational customer service management in the environment of a digital job platform
- Creation and optimisation of online marketing campaigns (e.g. Facebook) to generate leads
- Preparation and execution of recruitment interviews
- Telephone, digital and analogue customer support for B2B-customers
- Preparation and presentation of project updates and pitches
- Stakeholder management with agencies, customers and internal partners

07/2021-12/2021

Intern, Digital Incubation Unit,
BASF Coatings, Münster, Germany

- Same duties as in the employment experience above

EDUCATION

09/2022-07/2024

BA. Global Business
DCU Business School, Dublin, Ireland

10/2020-07/2024

BSc. International Management
ESB Business School, Reutlingen, Germany

01/2020-06/2020

Language class, Cambridge Certificate C2
Kingston College, London, United Kingdom

08/2011-06/2019

Graduation 2019
Albert-Einstein-Gymnasium, Kaarst, Germany

RELEVANT COURSEWORK

- Professional Business Analytics Portfolio
- Machine Learning and Predictive Analytics
- New Enterprise Development – Idea: Spectral Imaging Machine for Seed Germination Prediction Through Machine Learning Algorithms
- Workflow and Data Management
- Data Analytics for Marketing Applications

SKILLS AND LANGUAGES

- Personal Skills: Critical Thinking, Team-work, Problem Solving, Communication
- Computer & IT Skills: Python, R, SQL, Power BI, SAP Analytics Cloud, Microsoft Office
- Languages: German (Native), English (C2), Spanish (C1), French (B2)

EXTRA CURRICULAR ACTIVITY

- **Entrepreneurship:** Provided ongoing feedback and strategic advice to peers launching start-ups, enhancing business models and refining marketing strategies
- **Design Thinking:** Acquired and actively apply design thinking techniques I learned in a 3-day workshop
- **Global Business 3rd Year Representative:** Organized community events
- **Tutor for pupils in German, English, Latin & French:** Taught children in one-to-one setting