

Abstract

## PROFILE

Hi. I am a problem solver, coder, storyteller, trusted advisor, parent and data-driven creative ... all at the same time and always up for a new challenge to put my skills to the test.

I love working on digital, user-minded products and services with the credo of rapid development and breaking things fast in order to learn, improve and strive for excellent user experiences. Especially, with an awesome team around.

If you're a hiring manager at a disruptive tech company which embraces change and diversity while investing in its employees and communities. Let's talk.

Selected

## PROJECTS

### +1 Project: Automated Feedback Classification with NLP - 2qtrs+

Automated application that allows to easily identify critical customer feedback based on topics generated with Natural Language Processing techniques. Built using Python, PowerBI and MS SQLserver.

### Global Data Alliance & Automation - 1qtr

Lead a more data engineering heavy project to align analytics teams across Adobe on a single datasource of truth. We provided a fully automated end-to-end solution with Python / SQL / MDX / Hadoop / Git.

### Statistical Modeling for DX Services Marketing - 1qtr

Leveraged simple statistical and ML methods such as covariance, logistic regression, etc. to provide statistically significant insights into Professional Services impact on Adobe license sales.

### Machine Learning User Research - 2qtrs

Ran a qualitative user research study focusing on machine learning solution for Adobe Creative Cloud collaboration products partnering with Adobe Design and HSBA.

### Global Business Intelligence Platform - 3yrs

Kicked off and delivered a project for automation, visualization and globalization of internal KPIs together with teams across 3 time-zones, working within product development and stakeholder management.

### Adobe Analytics Implementaion Project - 2qtrs

Worked in a customer-facing role as project manager for implementing Adobe Analytics as part of their digital marketing strategy. Responsible for project timelines, action plans, communication and reporting.

More about

## TALENTS

### Key

Teamplayer  
Communication & Strategy  
Data Wrangling & Analysis.  
Stakeholder Management

### Developing

Emotional Intelligence  
Ethical Leadership  
Team Lead Experience

## SKILLS

well, ok · · · · daily practiced

### Data

Critical Thinking ...  
Coding ..  
Scientific Methods / Statistics ..  
Machine Learning / Multivariate Calculus .  
System Architecture .

### Storytelling & Design

Persuasive Communication ...  
Information Design ..  
Presenting ..

### Project Management

Team Work ...  
Organization ...  
Scrum / Agile ..

## TOOLBOX

well, ok · · · · daily practiced

*I don't put very much emphasis on the tools I use and rather head for simple, scalable and solid solutions. However, here's what I was most successful with in the past:*

Python - Git - SQL - Bash - MS PowerShell ...  
MS PowerBI - MS PowerAutomate ...  
JIRA & Confluence ...  
HTML - CSS - JavaScript - Adobe InDesign .

## LANGUAGES

### Talk to me in...

Deutsch mother tongue  
English C2, mother tongue at work  
Español B1/2, intermediate - depending on vacation countries ;-)  
Français A1/2, elementary and my next big project for 2022.

Professional

2017-Present

Adobe

Associate Data Scientist, Professional Services Analytics & Insights  
Data Science Service Offering Lead & Trusted Advisor to the Business  
04 | 2020 - Present - 1yr+

Working Student, EMEA PRO  
Business Intelligence & ML User Design Research  
08 | 2018 - 03 | 2020 - 1yr 7mos

Working Student, Consulting Central  
Adobe Analytics & Target Project Management  
01 | 2017 - 07 | 2018 - 1yr 6mos

2012-2016

Internships

Daimler - 5mos  
Go Jimmee! - 4mos  
Mobile Event Guide - 2mos

Academic

EDUCATION

Stanford

Professional Program  
Artificial Intelligence  
05 | 2021 - Present

HSBA

M.Sc. Student  
Global Management & Governance  
Research: Review Experience & Comment Classification  
09 | 2018 - 03 | 2020

UHH | HAW | TUHH

B.Sc. Student  
Business Management & Engineering  
09 | 2012 - 05 | 2018