

Christin Appelhoff

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I am at my best when I can make a positive difference in the lives of others, when I can connect with people and help them become the best version of themselves. I love to be challenged to grow personally and professionally and my goal is to never stop learning. This is who I am.

PROFESSIONAL EXPERIENCE

Amazon Advertising

Media Sales Manager

Milan, Italy

April 2018- Present (1 year, 8 months)

- Launch of new Emerging Account Sales Team working with small and medium businesses. Activated 50 Fashion, Toys and Sports vendors both on Display and Search in 2018.
- Responsible for launch of seller business in 2019 with Chinese and European books of business consisting of 200 sellers worth 13MM€ in Search and Display Advertising.
- Collaborates with teams in US, China and EU.
- Participation in international seller events to represent Amazon Advertising and to advise sellers on holistic online marketing strategy.

Amazon Advertising

Business Development Key Account Manager

Munich, Germany

August 2017- April 2018 (9 months)

- Responsible for the strategy development of the advertisement business with marketplace sellers on Amazon DE.
- Designed and implemented tactical approach on how to work with different channels inside and outside of Amazon (sales events, agencies, social media, Global Seller Teams in China, USA, France and UK).
- Managed team of account executives working with marketplace sellers since October 2017.
- Provided consultative and analytical approach for marketplace sellers with focus on long-term business development through integrated partnerships leveraging Display Advertising, Search Advertising, retail merchandising, and custom solutions.

Amazon EU S.A.R.L.

Vendor Manager Software, Pan-EU (DE,UK,FR,IT,ES)

Munich, Germany

May 2016- August 2017 (16 months)

- Managed physical Software Business for Amazon's 5 EU marketplaces with yearly revenues over €55MM.
- Increased the selection of Software products by 15% resulting in a €55MM yearly revenue increase.
- Designed and implemented Amazon's new automated retail marketing strategy with Software vendors.
- Successfully conducted financial analyses of business opportunities for Amazon and negotiated an increase of marketing invests of 400k€ of 2 EU accounts.
- Successfully negotiated and executed major deal events (Easter, Prime Day, Cyberweek, Black Friday) and where I achieve all internal goals and overachieved revenue goal by 73% YoY for Easter 2016.
- Managed the physical Software team in Germany from January 2017.

Amazon EU S.A.R.L.

Online Sales and Brand Specialist for Software DE

Munich, Germany

August 2015- May 2016 (9 months)

- Independently managed the Software category after 3 months.
- Improved operational efficiency of the billing process with our 2nd biggest vendor (4 man hours per week), later adopted on EU level, and successfully recovered over €1MM of unpaid invoices.
- Designed and implemented Amazon's marketing plans for DE leading Antivirus companies (Kaspersky, Symantec).
- Improved product page data and developed marketing plans that generated a 5% traffic and sales increase.

The Sheraton Arabellapark and The Westin Grand

Complex Sales Coordinator

Munich, Germany

September 2013- September 2014 (1 year)

- Learned and practiced effective communication with people of various backgrounds.
- Assisted the convention sales team in achieving strategic sales targets on an annual basis.
- Learned to deal with pressure by organizing meeting and leisure events of up to 150 people (e.g. Coca-Cola, KFC).

EDUCATION

IE BUSINESS SCHOOL

Master in International Management, Specialization in Sales & Marketing

Madrid, Spain

September 2014- August 2015

- Top 25% of the Marketing Class.

HOTELSCHOOL THE HAGUE

Bachelor of Arts in Hospitality Management

The Hague, The Netherlands

August 2009- September 2013

- Bachelor Thesis with Honors.

LANGUAGES

German (Native)

English (Fluent)

Spanish (Fluent)

Italian (Fluent)

ADDITIONAL INFORMATION

Volunteer Experience: Dog trainer and voluntary service at a dog shelter in Florence, Italy for 6 months.

Au-Pair at a family with 4 boys in Madrid, Spain for 8 months.

Professional Affiliations: Active member at the Representative Advisory Council (student representation) at

Hotelschool The Hague for 1 year and 10 months.

Co-Founder and Responsible for Marketing, PR and Strategy of ZipWash

Madrid, Spain

ZipWash is a laundry service startup tailor-made for university students.

November 2014- June 2015

- Conducted a market and consumer study in order to create a lean startup strategy according to the results.
- Responsible for definition and communication of the value proposition of the brand for the customers.

Co-Founder Amunche Srls

Milan, Italy

December 2018 – Present

- Import and sales of South American food stuff to the European Union, currently present on Amazon.