

## Contact

### Email

katge0508@gmail.com

## Education

2023

**Certificate - Full-Stack Web**

**Developer**

@CareerFoundry

2017

**Master of Arts**

@HTW Berlin

2016

**Semester abroad**

@QUT

2015

**Bachelor of Arts**

@BHT Berlin

## Pro Expertise & Skills

MS Office, MailChimp, Google my Business, Canva, Braze, HTML, CSS, Personio, Klaviyo, Social Media Plattformen, Zendesk, iWork, Trello, Asana, Business Facebook, Shopify, HooperHQ

## Basic Expertise & Skills

IBM SPSS, SAP, SQL, Typo3, MSProject, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Later, Hootsuite, Lightroom, JS, Access, Datev, Google Analytics, Adverity, Virtual Loops, Salesforce, Figma

## Language

German, English, Russian, (Spanish)

## Work Experience

**2021 - 2022**

@TRITIUM GROWTH PARTNERS LIMITED

**Marketing Manager / Project Manager**

- Performance Marketing/ Paid Social
- Online Marketing/ Influencer Marketing
- E-commerce: set-up and management of the online shop
- Projectmanagement

**2020 - 2021**

**Freelancer Online Marketing**

- Performance Marketing/ Paid Social
- Online Marketing
- Marketing Consulting

Strategy development for launching new brands

**2017 - 2020**

@FREACHLY GmbH (Online Marketing/ Influencer Marketing Plattform)

**Business Development Manager/ Projektmanager**

- Cross-departmental projects for the development of processes and process optimisation

Marketing (Social Media, B2C, B2B):

- Planning and implementation of marketing campaigns
- Design
- Development and implementation of a user journey

Operations/HR/Produkt:

- Interim Team Lead Operations
- Strategy development for:
  - User acquisition and retention, community management
  - Improving user experience, usability
  - Employee retention and satisfaction, partner retention and satisfaction

**2016 - 2017**

@Konzertdirektion Prof. Victor Hohenfels Berlin/ BLOWIRTSCHAFT

**Assistant to the Managing Director**

**2013 - 2014**

@BPULS Events & Catering GmbH

**Internship as part of the dual Bachelor's degree programme**

- Administration and maintenance of the homepage, planning and design of advertising measures (online/offline)
- Customer acquisition and support

**2012 - 2013**

@JUNGUNDJETZT e.V. (Psychological Online Counselling Platform)

**Internship as part of the dual Bachelor's degree programme**

- Website management and design
- Online marketing/fundraising
- Supervision of interns
- Design of promotional materials (online/offline)