Marianne Helbig
Aspiring Web Developer

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Professional Summary

Aspiring **Junior Web Developer** and former **Senior Product Manager**. Experienced in collaborating with engineers for 5+ years. Proven track of strong problem solving, communication & project management skills.

Technical Skills

What I've learned:

- **ReactJS / NextJS / JavaScript / HTML / CSS:** build several projects. Including Appointment booking app, car rental app, portfolio and more.
- **Git / GitHub / GitLab:** confident using branch, pull, push, rebase, stash
- **MySQL / Firebase:** experience using both within the car rental app (mySQL) and appointment booking app (firebase) projects and smaller projects
- **restfulAPIs**: build a news website using newscatcher API and more

What I focus on learning now:

- **TypeScript:** refactoring Appointment Booking App, build delivery fee calculator
- **TDD / automated testing**: first experiences collected within delivery fee calculator

What I want to have learned in ~6 months:

- **Vue, Angular, Clean Code**

Non-Technical Skills

What skills I'm bringing:

- **Communication / Project Management / Collaboration:** 5+ years product management experience in agile software development environment, managing stakeholder requirements, product launches etc.
- **Learning / Information processing**: ability to pick up information fast and put them into action
- **German (native) / English (fluent)**

Work Experience

11 2019 - 05 2022   **Senior Product Manager –** Mister Spex SE (e-commerce glasses & sunglasses retailer)

- Biggest achievements: +5% CM2 p.a. for glasses category through improvements of mobile customer journey, +15% click-through-rate leading to +3% CVR through modernised and optimized homepage
- Managed and collaborated with two cross-functional development teams in an agile environment to deliver high-quality software on time
- Conducted user research and implemented A/B testing to optimize customer journey and increase conversion rates

Work Experience

08 2016 -   **Product Manager** – Mister Spex SE (e-commerce glasses & sunglasses retailer)
11 2019
- <u>Biggest achievements</u>: +3,5% CM2 p.a. with virtual try-on, +3% CM2 p.a. introducing customer own frame
- Led product discovery and roadmap development, aligning priorities with company goals and stakeholders
- Implemented data-driven decision-making processes to continuously improve product performance and customer satisfaction
- Analyzed and monitored product performance through key metrics and reports, providing insights and recommendations for improvement

10 2015 -   **Technical SEO Manager** – Mister Spex SE (e-commerce glasses & sunglasses retailer)
07 2016
- Served as single point of contact for technical SEO matters throughout the company
- Monitored and managed SEO performance in all markets using VBA-automated reports
- Led continuous improvement efforts for SEO company-wide

Education

09 2022-   **Web Development Training** (5 months) - Wild Code School Germany GmbH
02 2023
- Acquired skillset: CSS · HTML · JavaScript · React.js · NextJS · SQL · MySQL · Firebase · Git · GitHub
- Created 3 team projects using agile methodologies:
  1. Simple one-page website using HTML, CSS, JavaScript
  2. News application using React, APIs, Netlify serverless functions
  3. Appointment booking application as client project using Next JS, Firebase, Storybook

10 2015 -   **BSc Business Administration and Engineering**, Hochschule für Technik und Wirtschaft
07 2016   Berlin

Personal Interests

reading · yoga · bouldering · sustainability