



# 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 6+ years. Proven track of strong problem solving, communication & project management skills.

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### Languages & Interests

**LANGUAGES:** German (native) · English (fluent)

**INTERESTS:** reading · yoga · bouldering · sustainability

### Technical Skills

#### What I've learned:

- **ReactJS / NextJS / JavaScript / CSS:** build several projects using those technologies. Including Appointment booking app, car rental app, portfolio website 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'm currently learning:

- **TypeScript:** currently refactoring the Appointment Booking App and built a delivery fee calculator using TS
- **TDD / automated testing:** first experiences collected within delivery fee calculator

#### What I want to have learned in ~6 months:

- **TDD, Vue / Angular, Clean Code**

### Soft-Skills

Agile Methodologies · Collaboration · Project Management · Communication · User Experience

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### Work Experience

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

- 05 2022**
- 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 -  
11 2019

**Product Manager** – Mister Spex SE (e-commerce glasses & sunglasses retailer)

- Biggest achievements: +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 -  
07 2016

**Technical SEO Manager** – Mister Spex SE (e-commerce glasses & sunglasses retailer)

- 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-  
02 2023

**Web Development Training** (5 months) - Wild Code School Germany GmbH

- 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 -  
07 2016

**BSc Business Administration and Engineering**, Hochschule für Technik und Wirtschaft Berlin