

Contact

www.linkedin.com/in/madeleine-kern-51a44592 (LinkedIn)

Top Skills

International Marketing
Teamwork
SPSS

Languages

English (Full Professional)
Spanish (Limited Working)
German (Native or Bilingual)
French (Limited Working)

Certifications

Certificate of Advanced English
First Certificate of English
European Computer Driving Licence
Store Design, Visual Merchandising
and Shopper Marketing - Statement
of Participation
Certified GS1 ECR D-A-CH Category
Manager

Honors-Awards

Performance Scholarship
3rd place, European Final - urMall
Business Game

Madeleine Kern

Trade Marketing, Perfect Store & Shopper Activation Manager at
Mondelēz International
Vienna, Vienna, Austria

Summary

Experienced Customer and Trade Activation Manager with a demonstrated history of working in the FMCG industry. Certified GS1 ECR D-A-CH Category Manager and skilled in Market Research, Analyses and Category Insights. Strong professional support with a Master's Degree focused in International Business Administration and International Marketing from the University of Vienna, Austria.

Experience

Mondelēz International

8 years 4 months

Perfect Store & Shopper Activation Manager
December 2021 - Present (2 years 2 months)

Wien, Österreich

- Team lead
- Defining category growth strategies focusing on shelf & secondary placement in-store
- Category management projects
- Shopper activations & POS executions
- Trade marketing

Customer Activation Manager Rewe

January 2019 - November 2021 (2 years 11 months)

Vienna, Austria

- Customer Sales Strategy
- Business Development
- Category Planning & Trade Marketing
- Category Management & POS-Marketing

Assistant Category Planning Promotions

September 2017 - December 2018 (1 year 4 months)

Vienna, Austria

- Development & Execution of Shopper Activations (from an idea to POS)

- POS & Trade Marketing

Category Planning Promotion Expert

August 2016 - August 2017 (1 year 1 month)

Vienna, Austria

Trainee Category Planning AT CH

October 2015 - July 2016 (10 months)

Vienna, Austria

OptimalNachhilfe

Marketing and Business Development Intern

July 2014 - August 2014 (2 months)

My responsibilities as a Marketing and Business Development intern included:

- Conducting international market analyses for Austria and Switzerland including market potential, competitors and characteristics about the education systems
- Preparation for market entry in the Austrian market, taking into account country specific particularities
- Research and supervision of business competition, including strategic positioning
- Standardisation of content quality on web pages concerning SEO (Search Engine Optimization) and marketing criteria
- Responsible for presence in social media and PR and development of new strategies
- Recruiting new teachers via online job markets and optimizing the existing processes
- Handling of customer inquiries
- Improving the front-end of the company's homepage (HTML5)
- Incorporation and supervision of other trainees

Banque PSA Peugeot Citroën

Finance Intern

August 2013 - August 2013 (1 month)

Vienna, Austria

My responsibilities as an intern in the wholesale department (July 2012, August 2013) included:

- Administration of customer information
- Regular communication with car dealers
- Customer support

RHI AG

Finance Intern

July 2013 - July 2013 (1 month)

Vienna, Austria

My responsibilities as an intern in the risk & opportunity management included:

- Administration of insurance claims
- Independent implementation of presentation material for cargo insurance in English and German
- Designing and updating of databases
- Report generation
- Regular contact with customers and insurance companies

STM Warenhandel und Vermittlung GmbH

Marketing Intern

August 2011 - August 2011 (1 month)

My responsibilities as a Marketing intern included:

- Development of a new business concept
- Independent analysis and presentation of price comparisons
- Market research
- Preparing presentations and databases

Voith GmbH

Marketing Intern

July 2010 - August 2010 (2 months)

Intern in the marketing and project development department (July 2009, July-August 2010)

BHAK St. Pölten

Chief Editor of School Magazine

September 2008 - June 2009 (10 months)

St. Pölten, Austria

Chief Editor of the School Magazine "Wood Street Journal"

Education

Universität Wien

Master's Degree, International Business Administration · (2013 - 2015)

Universitat de València

Bachelor of Science (BSc), International Business
Administration · (2012 - 2013)

Universität Wien

Bachelor of Science (BSc), International Business
Administration · (2010 - 2013)