



# ALEXANDRA WALDAU

M.Sc. Student

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## WORK EXPERIENCE

09/2018 - 05/2019

### JUNIOR PRODUCT MANAGER DIGITAL/ PRODUCT OWNER

FOODBOOM GMBH

- Managed the agile development of the company's owned channels (website, app and voice) and shared channels (oh-my-italy.de and mustardlovers.de), working with an in-house development team and external stakeholders
- Responsible for grooming the product backlog, with a focus on prioritizing incoming requirements, optimizing user stories and compiling acceptance criteria
- Developed technical and visual concepts with reference to user needs as well as sales and brand objectives
- Responsible for sprint planning
- Monitored and reported the performance of each digital product

04/2017 - 09/2018

### STUDENT ASSISTANT DIGITAL PRODUCT MANAGEMENT

FOODBOOM GMBH

- Managed the continued development of the company's website, working with external providers
- Developed new features, gathered incoming requirements and created mockups and wireframes
- In particular, assisted with product testing, bug management and quality management
- Conducted competitor analyses and benchmarks

08/2016 - 08/2016

### MARKETING INTERN

WAKOL GMBH

- Assisted with the design of product flyers
- Maintained the internal database by updating SEO data and technical product information
- Assisted with event planning for client trainings and trade fairs

10/2014 - 10/2016

### TUTOR

STUDIENKREIS GMBH

- Teaching English, German, Latin, mathematics and politics

# EDUCATION

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FROM 08/2019		IT-UNIVERSITETET I KØBENHAVN	<ul style="list-style-type: none"><li>• Master studies in Software Design (M.Sc.) with a specialization in Interaction Design</li></ul>
10/2014 - 01/2019		LEUPHANA UNIVERSITÄT LÜNEBURG	<ul style="list-style-type: none"><li>• Graduated with a Bachelor of Arts in Digital Media and Sustainability in Natural Sciences with an overall GPA of 1.5</li></ul>
10/2016 - 02/2017		LIBERA UNIVERSITÀ DI BOLZANO	<ul style="list-style-type: none"><li>• Semester abroad participating in courses from the field of cultural and communication sciences</li></ul>

# LANGUAGES

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GERMAN	<ul style="list-style-type: none"><li>• Mother tongue</li></ul>
ENGLISH	<ul style="list-style-type: none"><li>• Fluent</li><li>• TOEFL iBT: 111 points</li></ul>
ITALIAN	<ul style="list-style-type: none"><li>• Basic knowledge</li></ul>

# SKILLS

## PRODUCT DEVELOPMENT

## AGILE PROJECT MANAGEMENT

## PROTOTYPING

## REPORTING

## PROGRAMMING

# TOOLS

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- Drupal   • Wordpress   • Firebase   • Crashlytics
- Google Development Console   • Google Search Console
- Amazon Development Console   • Postman   • Airbrake
- Asana
- Mockflow   • Invision   • Adobe Photoshop
- Microsoft Powerpoint   • Figma
- Google Analytics   • Google Tag Manager
- Microsoft Excel
- Java   • JUnit   • SQL   • Android Studio