Curriculum Vitae

Personal Information

Name	Anna Bierbach
E-Mail	Anna.bierbach@gmx.com

Work Experience

10/2025 - today

Performance Marketing Specialist Freelancer, Emma Matratze GmbH
- **Paid Search Management**: @Emma for the Markets Germany (monthly investments >700k), Austria (monthly >150k) and Switzerland (monthly >80k)
- **Paid Search Audits and Optimization**: High seasonality preparation for November (incl. reworking keyword strategy, ad copies and assets), conducting A/B Tests of new campaign formats (e.g. AI Max, Performance Max)
- **Paid Social Creative & Campaign Support**: @Emma steering of Switzerland (monthly >40k), global creative strategy for product category pillows
- **Performance Audits:** weekly performance alignments during high season period to update on target achievement, steering strategy

08/2022 – 10/2025

Performance Marketing Specialist (SEA-Manager), Emma Matratze GmbH
Increased sales by +20% | investments >10 million yearly | ROAS > 4
- Responsible for SEA campaigns (DACH markets, Google & Bing)
- Performance analyses and data driven decision making
- Continuous A/B Tests
- Project Lead of Google shopping optimization and global incrementality tests
- experience in steering and optimizing Paid Social (meta, pinterest, tiktok)

10/2020 – 10/2021

Market Intelligence working student, Schott AG, Pharmaceutical Systems
- Conducting competitor analyses and market analyses for strategic projects
- Evaluation of internal and external surveys for optimization of workshops

04/2019 – 06/2019

Consulting and Project Management Intern, Königsweg GmbH
- Development of a Business plan and executive summary for internal product
- Consulting, analysis and research activities for customer projects

Education

04/2020 – 04/2022

M.Sc. Management (Marketing), Johannes-Gutenberg University Mainz,
Grade: 1.7 (German system, very good; ~3.6 GPA equivalent)

10/2019 – 03/2020

M.Sc. Business Administration, Market-Oriented Management
Philipps-University Marburg

10/2015 – 03/2019

B.Sc. Economics, Justus-Liebig-University Giessen
Grade: 1.9 (German system, good to very good; ~3.5 GPA equivalent)

Skills

Computer skills	Microsoft Office, Canva, Google Analytics, Google-, Microsoft-, meta-& tiktok ads
Language skills	German (Native Speaker), English (C1), French (B1)