



alexstojeba

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ABOUT ME

I am a data-driven, user-focused designer with a background in content and marketing. I excel in applying Design Thinking to all challenges to deliver better results. During my several years of experience working in startups, I have initiated and overseen marketing campaigns and user touch points, optimized content through data analysis, and cultivated SEO and SEA expertise. In addition, I have excellent communication and presentation skills, along with bilingual proficiency in English and German.

SKILLS

User Research	Prototyping
User Testing	Visual Design
User Interviews	Marketing
User Personas	SEO
HTML	SEA
CSS	Infographics
Wireframing	Copywriting

TOOLS

Sketch	Google Analytics
Invision	Sistrix
Balsamiq	Wordpress
Figma	TYPO3
Usability Hub	Basecamp
	Asana

EXPERIENCE

Online Marketing Intern

Mar 2018-Jul 2018

Wellnow

- Developed and executed German-language SEO content strategy for the B2B website and editorial page
- Utilized Sistrix, Searchmetrics, Google Analytics, Google AdWords, and other SEO tools for keyword planning and content strategy development
- Reorganized and optimized user onboarding process and drafted initial content for various touchpoints

Translator & Content Editor

Dec 2016-Sep 2017

Companisto

- Translated and transcreated texts for budding startups including: financial plans, press releases, newsletters, video subtitles and website material
- Delivered tailor-made content to marketing teams and entrepreneurs
- Delegated tasks to a team of external translators

Junior Editor

Jan 2016-Nov 2016

Performics

- Produced and translated editorial and SEO texts for clients like 1&1 and Fitbit, which led to increased traffic and conversion
- Carried out keyword strategy research for on-page web content
- Managed team deadlines, led regular meetings, directed internal team communication

EDUCATION

Certificate in User Experience Design

CareerFoundry, 2017-2018

Specializations: Front End Development (HTML, CSS & JavaScript), Voice Design

Bachelor of Arts

University of Missouri 2007-2010

Double Major: German and Political Science
Focus: International Relations

AWARDS & ACHIEVEMENTS

Pädagogischer Austauschdienst

Sept 2012 - Jun 2013

FOREIGN LANGUAGE ASSISTANT

The William J. Fulbright Scholarship

Sept 2011- Jun 2012

FULBRIGHT SCHOLAR