Jerry **Schmalz**

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PERSONAL PROFILE

Quick-learning junior frontend developer transitioning from marketing roles. Built fully-functional web apps with React, Node.js, and cloud platforms through intensive coding bootcamp and personal projects like the AI streaming companion Scenextras. Strong communication, analytical, and problem-solving skills honed at Benify, Peloton and OpenTable. Passionate about creating seamless digital experiences for users.

SKILLS

Languages: HTML5, Javascript, CSS, German (Native), English (Native)

Technologies: React, Node.js, TS, Vite, Frontend, Adobe CS, Figma, MS Office, WP, SQL, AWS, Git Salesforce, Google Analytics, SEO, Shopify, Tableau

EDUCATION

WBS CODING SCHOOL - BERLIN   06/2023 – 10/2023
- Learned foundations of web development including HTML, CSS, JavaScript, React, Node.js, and SQL databases through project-based, hands-on training, in just 4 months, demonstrating ability to learn quickly.
- Collaborated in agile teams, iteratively improving projects, valuing teamwork and communication
- Final Project: Subscription Overview Management Web App "Subzero"

GOOGLE UX CERTIFICATE - ONLINE   11/2022 – 05/2023
- Earned 100% grade on all courses through hands-on projects focused on UI/UX design, user research, prototyping, and interface design
- Launched AI companion personal project web app "Scenextras" applying user-centered design principles

09/2013 – 06/2017
COVENTRY UNIVERSITY – COVENTRY UK
BA (Hons) Advertising & Marketing

2009 – 2013
TELFORD COLLEGE OF ARTS & TECHNOLOGIES – UK
Certificate: BTEC Ext Diploma Creative Media Prod. Lvl. 3

EXPERIENCE

01/2023 – PRESENT
Executive Assistant to Dr. Bonaventure Ndikung, Dir. (Part-time)
HOUSE OF WORLD CULTURES - BERLIN,
- Provided scheduling assistance as primary contact, enabling director's cultural innovation work
- Aided prominent event and opening preparation, supporting smooth execution
- Managed communications and admin tasks, increasing efficiency

05/2022 – 11/2022
Field Marketing Specialist (Hybrid)

BENIFY LTD. – BERLIN

- Grew leads and sales pipeline through data-driven marketing campaigns tailored to German target audiences, demonstrating analytical abilities
- Quickly built relationships with stakeholders and delivered innovative ideas, showcasing team collaboration and communication strengths
- Rapidly produced localized content and identified strategic media partners, evidencing ability to learn and deliver results quickly

02/2021 – 04/2022
Member Advisor (Fixed-Contract)
ONEPELOTON UK – LONDON

02/2020 – 08/2020
DACH Marketing & Events Executive
SITEMINDER DISTRIBUTION UK – LONDON

- Central point for marketing needs between global marketing director, partnerships team, BDRs & Sales
- Analyzed conversion data from Tableau, Marketo and Google Analytics and extracted key insights to develop monthly
- reports, providing insights informing strategy and revenue opportunities
- Created strategic and creative responses to campaign brief
- Selecting, translating and curating sales collateral

10/2018 – 01/2020
EMEA Marketing Executive
DOTDIGITAL GROUP LTD. – LONDON

- Thorough analysis of relevant data and preparation of clear monthly reports
- Attracted big clients through campaigns I ran, namely:
  Vodafone (German Division), Kuehne + Nagel, Switzerland Global Enterprise (S-GE) and Dörr Group.
- Worked with Content and Design Team to create sales collateral, webinars
- Shaped and maintained a Marketing Calendar & ran campaigns across major social media channels
- Evangelized product at selected Events to in EU Market and negotiating prices for tradeshows
- Editing assets in photoshop and giving designer creative direction
- Launched localized website using WordPress and liaise with developers
- Setup PPC & Implement SEO Strategy

07/2017 – 09/2018
Bilingual Customer Support Rep
OPENTABLE INTERNATIONAL – LONDON

- Support of German, English and American diners with the user app on iOS and Android
- Assistance and training for restaurant clients with the B2B inhouse reservation system software, related queries utilizing Excel, Word, Salesforce, Outlook, HTML.
- Daily Tasks included designing floorplans for restaurants; resolving connectivity issues and diner and restaurant disputes.