

Jerry Schmalz

Junior Frontend Developer • Berliner Str 12, 14169, Berlin • jr.a.schmalz@gmail.com • +49 16097740241 • [Github](#) • [LinkedIn](#)

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

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

COVENTRY UNIVERSITY – COVENTRY UK

09/2013 – 06/2017

BA (Hons) Advertising & Marketing

Dissertation Topic: Sustainable Development as Marketing Strategy

TELFORD COLLEGE OF ARTS & TECHNOLOGIES – UK

2009 – 2013

Certificate: BTEC Ext Diploma Creative Media Prod. Lvl. 3

Tools: Adobe Premiere, Photoshop, After Effects

EXPERIENCE

01/2023 – PRESENT

Executive Assistant to Dr. Bonaventure Ndikung, Dir. (Part-time)

HOUSE OF WORLD CULTURES - BERLIN,

- Orchestrated scheduling solutions as primary contact, enabling the director's cultural innovation work (G-Suite, Google Sheets, German Invoicing).
- Aided in prominent event and opening preparation, ensuring smooth execution.
- Managed communications, streamlining processes and admin tasks, increasing efficiency.

05/2022 – 11/2022

Field Marketing Specialist (Hybrid)

BENIFY LTD. – BERLIN

- Outperformed previous campaigns in region by 50% with a data-driven approach, enhancing lead gen in a subsequent campaign
- Boosted email open rates to 32.35% for MQL/SQL and achieved an average CTR of 7% for leads, through optimized email campaigns.
- Quickly built relationships with stakeholders and delivered innovative ideas, showcasing team collaboration and communication strengths
- Rapidly produced localized content and identified strategic media partners (like totalrewards.de and FAZ) evidencing ability to learn and deliver results quickly.

02/2021 – 04/2022

Member Advisor (Fixed-Contract)

ONEPELTON 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
- Selected, translated and curated sales collateral

10/2018 – 01/2020

EMEA Marketing Executive

DOTDIGITAL GROUP LTD. – LONDON

- Attracted big clients through campaigns I ran, namely: Vodafone (German Division), Kuehne + Nagel and Dörr Group.
- Worked with Content and Design Team to create sales collateral and webinars
- Shaped and maintained a Marketing Calendar & ran campaigns across major social media
- Evangelized product at selected Events to in EU Market and negotiating prices for tradeshow
- 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

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