

EVA MONTGOMERY

A t l a n t a , G A

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Bilingual digital marketing, project, product, campaign, process, content and customer support management hybrid with a new expertise in full stack software development!

Combining my experience as being the "person" on the other side, with technology and German efficiency make me a unique blend and a great enrichment for every department.

SKILLS & COMPETENCIES

Project Management ▪ Product management ▪ Campaign management ▪ Content generation and asset management ▪ Brilliant problem-solving skills ▪ Excellent written and verbal communicator ▪ Process Development ▪ Start-up background ▪ Skilled multi-tasker ▪ Fluent in German and English ▪ Special events planning ▪ Focused and driven
▪ Cross-functional team leadership

TECHNICAL SKILLS

Python ▪ JavaScript ▪ Node.js ▪ jQuery ▪ Express.js ▪ React/Redux ▪ HTML5 ▪ CSS3 ▪ AWS
GIT ▪ PostgreSQL ▪ Node.js ▪ npm ▪ Bootstrap ▪ NGINX ▪ Ubuntu ▪ Adobe Experience Manager (AEM) ▪ Jira ▪ Basecamp ▪ Confluence

PROFESSIONAL HISTORY

blacQube

Atlanta, GA

Digital Community & Content Manager

July 2015 – July 2019

blacQube is a creative driven digital agency committed to developing immersive and relevant experiences in the digital and social realm. Client managed: Mercedes-AMG, the Mercedes-Benz sports car and high-performance brand.

Key Contributions:

- Content and Digital Community Manager for the AMG Private Lounge, a digital community exclusively for Mercedes-AMG owners with 100,000 global members
- Generated exclusive brand-related digital content and email marketing campaigns in English and German
- Redesigned, produced and took ownership of the content calendar
- Increased the number of registered members and engagement by over 60%
- Oversaw and coordinated the transition to the AEM content management system
- Worked cross-functionally with the Social Media and Website Team on strategy, campaigns and vehicle launch plans
- Devised new strategies to drive web traffic and implemented those through web, email and social media outlets
- Assembled web analytics reports, ad hoc data queries, detailed analysis of campaign, content and email results
- Point of contact for the digital communications team at the Mercedes-AMG Headquarters in Germany
- Collaborated with different company sectors such as the Mercedes-AMG Petronas Formula One Team, Mercedes-AMG Motorsport Team for Customer Racing and DTM, and the AMG Driving Academy
- Identified, executed and documented improvements for processes, content, and lead generation
- Developed communication strategies to meet client objectives
- Monitored the organization's data protection policies and procedures to ensure GDPR compliance
- Successfully planned and delegated AMG Private Lounge events across the US with over 700 attendees
- Assisted the development team with site functionality testing and testing of new features
- Supervised and mentored a team of community support specialists that resolved issues on a global basis
- Created and analyzed targeted member surveys with Survey Monkey

Product & Campaign Manager

February 2010 – July 2015

marken mehrwert assists international brand manufacturers with IT solutions in creating multichannel, cross-channel and omni-channel concepts in Europe. Clients managed: Sony Europe Limited, Samsung Electronics, Sharp, Panasonic, LG, Philips and Procter & Gamble.

Key Contributions:

- Managed Europe-wide retailer and consumer campaigns by leading brands in consumer electronics with over 100,000 participants from conceptualization to completion
- Acted as liaison between the different departments (IT, Account, Management, Customer Service)
- Defined new website functionality and design features to the management and development department to improve the overall user experience
- Evaluated requirements for a website overhaul, ticketing system for the Customer Service department and FAQ system and worked closely with the development department on successfully building and deploying these
- Tested new deployments, diagnosed and tracked bugs in Jira
- Established, implemented and documented new processes from the ground up which were adapted by all departments
- Collaborated closely with the management, project managers, sales- and IT-department on strategy and new campaigns
- Daily point of contact for the client marketing departments and retailers across Europe
- Solved critical escalation cases quick and to the customer's or retailer's satisfaction
- Authorized payments to retailers up to € 2,000,000.00 and handled extraordinary cases
- Onboarded Europe-wide retailers to the bonus programs and provided them with the necessary training
- Created, analyzed and presented analytics as well as assured that the hotline's service level agreement was met
- Shaped an external team of French, Dutch and Polish customer service team members
- Developed and documented training material and trained the customer service department on new campaigns and tools

Project Manager

May 2007 – February 2010

flexword (formally known as Mannheimer Sprachendienst) is a top provider among quality language service companies.

Key Contributions:

- Directed all phases of complex translation projects from more than 1,000 customers from industry, business, science & research and state institutions. These phases involved creating quotes, order acceptance, negotiations, subject-specific search for academically trained professional translators, proofreading and customer billing.
- Proofread completed translations to identify correct punctuation, grammatical and translation errors
- Identified accurate equivalents for highly nuanced terminology, words and phrases by cross-referencing specialized dictionaries and thesauruses.
- Reviewed and updated existing translations to conform to contemporary trends and developments
- Corresponded with clients to establish translation requirements and scope, checking in following submission of work to verify satisfaction and understanding
- Completed full English to German and German to English translation services

FEATURED PROJECTS

[Wine-O-Clock](https://wine-o-clock.evamontgomery.net/) | <https://wine-o-clock.evamontgomery.net/>

March 2020

[GitHub Repo](#)

Description:

- Wine-O-Clock is a wine rating application. Users can upload details and an image of a wine and give it a rating between 1-5. Users can also view rated wines by other users and add specific wines to their own favorites list.

Technologies:

- React.js, Redux, HTML, CSS, Express.js, PostgreSQL, Node.js, Express.js, AWS

Description:

- FurEver is a pet adoption website. The initial idea was, to create a website similar to a "matchmaking" page like Tinder or match.com. The current version lets a user browse through "adoptable" dogs and gives them also the option to list or edit a dog. The pets currently listed are only for demo purposes and are not adoptable.

Technologies:

- HTML, CSS, Express.js, PostgreSQL, Node.js, Express.js, AWS, Bootstrap

Description:

- Adopt and Chill solves the serious problem of overcrowded animal shelters in a silly way but also using a currently discussed topic. The user enters a zip code, clicks on an image representing their preferred marijuana species (Indica, Sativa, or Hybrid), and receives two recommendations - a marijuana strain and an available shelter dog from PetFinder.com with similar characteristics.

Technologies:

- HTML, CSS, JavaScript

EDUCATION & TRAINING

DigitalCrafts – 16-week intensive, full-time immersive program, Software Development

2020

DigitalCrafts is a top-rated coding bootcamp in Atlanta teaching the fundamentals of programming through an intensive classroom experience, transforming beginners into full-stack software engineers with cutting-edge skill sets. intensive, full-time accelerated learning program. Languages learned included Python and full stack JavaScript, Node.js, Express, PostgreSQL, React/Redux, and HTML/ CSS.

Associates: Management Assistant for Office Communication

2010

Max-Hachenburg Schule

Mannheim, Germany

German Degree: Kauffrau für Bürokommunikation

This apprenticeship is equal to an Associates Degree. The German dual training education program combines college classes with practical experience in a company.

Associates: Business Assistant for Foreign Languages (English and French)

2006

Julius-Springer Schule

Heidelberg, Germany

German Degree: Staatlich geprüfte Wirtschaftsassistentin mit Fremdsprachen

CERTIFICATIONS

- DigitalCrafts Full Stack Software Development Certificate
- Advanced Google Analytics
- The Open University: Google Digital Garage Fundamentals of Digital Marketing
- IHK Certification (German Chamber of Industry and Commerce) as a Management Assistant for Office Communication
- State Certified Business Assistant for foreign languages by the Ministry of Culture, Youth and Sports Baden-Württemberg