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Berlin, Germany

SKILLS

A/B Testing

Branding/Visual Design

Competitor Analysis

Copywriting

Defining Personas

Information Architecture

Process Optimisation

Project Management

Wireframing/Prototyping

User Research & Testing

TOOLS

Adobe XD

Adobe Illustrator

Adobe Photoshop

Figma

SQL

HTML

CSS

JavaScript

QUALIFICATIONS

Certificate in UI Design,

specialisation in Frontend

Development for Designers,

Career Foundry 2021

Furniture Design Diploma, London

University of the Arts 2016

LANGUAGES

English - Native

German - Full professional
proficiency

Highly organised UI & visual designer skilled at creating resourceful design solutions that are original & clean. Formerly specialised in e-commerce & marketing, with 5+ years of experience in content creation, data analysis, process optimisation, negotiation & merchandising. Now seeks to leverage a unique combination of skills, experience & creativity in order to create meaningful products & brands that have a positive impact on people's lives.

PROFESSIONAL EXPERIENCE

Social Media & Community Manager *Asana Rebel, June 2019 – January 2020*

- Managed and developed the social media across various key platforms with the aim to position the brand as a reliable source for positive, informative & meaningful health & lifestyle content.
- Defined a strategy and content plan, created a memorable Tone of Voice, collaborated with the creative team to ideate & refine new ideas, consistently created original content & copy, implemented new processes & templates to improve efficiency and collaboration, carried out regular performance and competitive analysis, managed a community of +1M followers.
- Grew the online following and increased engagement by consistently offering original and valuable content, ultimately confirming the successful communication of the brand & product.

Assistant Buying Manager *Wayfair, January 2018 – December 2018*

- Managed the Upholstery Buying Team, overseeing all activities related to the success & growth of the category for EU markets.
- Managed & coached the Upholstery Buying Team, developed sustainable growth strategies, curated & managed the production of highly engaging 3D render imagery, conducted EU performance analysis & trend reports/forecasts, maintained & leveraged healthy relationships with 50+ clients, created standardised templates & communication tools, collaborated cross-functionally with key internal stakeholders.
- Effected +110% YoY growth of EU Upholstery through negotiation of better terms with clients, improved offerings & communication of concepts & deals, resulting in an increased engagement and conversion rate.

Senior Buyer *Wayfair, July 2017 – December 2017*

- Supervised the advancement of multiple categories within the Furniture Buying Team.
- Curated and produced inspirational & highly successful campaign concepts, initiated & maintained regular Brainstorm Sessions within the team, negotiated optimum terms with 150+ clients, conducted selection gap analysis as well as trend analysis, curated product selection for 3D render environmental shots.
- Increased engagement & conversion rate for multiple categories within the Furniture Buying Team by improving product offering and communication of products/deals.

Buyer *Wayfair, August 2015 – June 2017*

- Contributed to the growth of multiple categories within the Furniture Buying Team.
- Curated and produced hundreds of campaign concepts, negotiated improved terms with 200+ clients, conducted competitive analysis for UK & DE markets, helped identify selection gaps.
- Increased conversion rate for multiple UK & DE categories within the Furniture Buying Team by delivering effective campaigns.