

Kontakt

www.linkedin.com/in/a-k-steichele
(LinkedIn)

Top-Kenntnisse

Marketing
Special Events
Sponsoring

Languages

Deutsch (Native or Bilingual)
Russisch (Elementary)
Spanisch (Elementary)
Englisch (Full Professional)

Certifications

Masterclass Contentmarketing

Publications

Alumni Arbeit in den USA

Anne-Kristin Steichele

Marketing & Communications Manager DACH @ AlixPartners
Bayern

Zusammenfassung

For nearly 20 years, I have been focusing on marketing activation and raising brand awareness in professional services marketing.

I am experienced in

- marketing strategy & campaigns
- internal & external communications
- sponsoring & events
- social media & content creation
- relationship management
- business development

and

I am known for

- loving to work and creating impact
- being a thoughtful and inclusive leader
- coaching to achieve successful outcomes
- being creative and resourceful
- getting things done

Berufserfahrung

AlixPartners

Senior Vice President Marketing DACH

April 2020 - Present (2 Jahre 1 Monat)

München

focusing on marketing activation and brand awareness in services marketing, having a strong background in relationship management and customer loyalty programs, love to work and create impact

EY

14 Jahre 4 Monate

Head of Regional Marketing

Januar 2017 - April 2020 (3 Jahre 4 Monate)

Marketingmanager Region Bayern

Juli 2012 - April 2020 (7 Jahre 10 Monate)

München

Organisationstalent mit Erfahrungen bei: Marketing - Vertrieb - Events - Sponsoring - Corporate Volunteering - Alumni Management - Entrepreneur of the Year e.V.

Business Development Region Bayern

Januar 2006 - Juni 2012 (6 Jahre 6 Monate)

München und Umgebung, Deutschland

Relationship-, Key Account- und Proposal Management sowie Marketing- und Kommunikationsmanager für die Standorte München und Nürnberg

Rödl & Partner

Marketingkoordinator

September 2003 - Dezember 2005 (2 Jahre 4 Monate)

Marketing - Events - interne und externe Kommunikation - Pressearbeit

Omniphon GmbH

Werkstudentin

November 1999 - August 2003 (3 Jahre 10 Monate)

Leipzig

Industrial Investment Council, New York, USA

Praktikum im Bereich Wirtschaftsförderung

April 2001 - September 2001 (6 Monate)

New York City

Leipziger Messe GmbH

Praktikum in der Presseabteilung

Juli 2000 - September 2000 (3 Monate)

Ausbildung

Universität Leipzig

Master of Arts (M.A.) · (1997 - 2003)