



# ISABELLE GRABNER

## IT BUSINESS RELATIONSHIP SPECIALIST

### WORK EXPERIENCE

#### Marketing Professional Brands & Communication

Clarios | September 2019 – September 2022

- Project management of EMEA marketing projects
- Social media management
- DAM system management
- Development of campaign and communication assets
- Public relations: Press release creation
- Webshop management of the EMEA promotional items online platform
- Planning and coordination of marketing and communication activities with International Trading Groups
- Update and creation of content for VARTA website and blog
- Overseeing of product dummy creation

#### Co-op Student Business Administration

Johnson Controls EMEA | August 2016 – August 2019

Rotation program, in which students support different departments including Operations, Human Resources, Sales. In my internships the focus was on the Independent Aftermarket Marketing Organisation: Brands & Communication, Trade Marketing, Product Marketing.

### EXPERIENCE ABROAD

- 08/2018 **Internship: Trade Marketing France**  
10/2018 Johnson Controls EMEA, Colombes, France
- 07/2018 **Scholarship: Fulbright International Communication Program**  
08/2018 Georgia Institute of Technology, Atlanta, US
- 12/2017 **Internship: Sales Office Austria**  
02/2018 Johnson Controls EMEA, Vienna, Austria
- 03/2016 **Course & Certificate: Cambridge Certificate of Advanced English**  
05/2016 The Horner School of English, Dublin, Ireland

### PERSONAL INFORMATION

Born 07.10.1994  
in Calw

### CONTACT INFORMATION



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### PERSONAL PROFILE

INTERNATIONAL  
COMPETENCES

PROJECT MANAGEMENT

ANALYTICAL THINKING

QUICK LEARNER

DETAIL-ORIENTED

DIGITAL COMPETENCES

USER CENTRICITY

TEAMWORK

## LANGUAGE SKILLS

- German – C2
- English – C2
- Spanish – B1
- French – B1

## COMPUTER SKILLS

### MICROSOFT OFFICE

- MS Word
- MS Power Point
- MS Project
- MS Excel
- MS Visio

### PROJECT MANAGEMENT SOFTWARE

- Trello
- Asana

### ADOBE

- Photoshop
- InDesign
- Illustrator

### CONTENT MANAGEMENT SYSTEMS

- WordPress
- Concrete5
- TYPO3

### DATA ANALYSIS

- IBM SPSS
- SMART PLS
- R

### ENTERPRISE RESOURCE PLANNING

- SAP

## EDUCATION

### M.Sc. Marketing & Communication (Grade: 1.6)

FOM – Hochschule für Ökonomie und Management, Hanover  
September 2019 – September 2022

Thesis: Memes von Marken vs Memes über Marken –  
Werbewirkung von Branded Internet Memes in  
sozialen Medien

### B.A. Business Administration Automotive (Grade: 2.25)

Leibniz Fachhochschule, Hanover  
in cooperation with Johnson Controls EMEA  
August 2016 – August 2019

Thesis: Plattformökonomie und Social Selling:  
Strategische Implikationen für Unternehmen

### B.Sc. Business & Economics

Leibniz Universität, Hanover  
October 2013 – December 2015

### Graduation: Abitur (Grade: 2.5)

Johannes Kepler Gymnasium, Weil der Stadt  
September 2005 – September 2013

Exam subjects: German, English, Mathematics, Social  
Sciences and History

## VOLUNTARY WORK

- 04/2018 **Engagement at mtp.eV Hanover**
- 06/2022 Student marketing club member,  
#mtpromotion social media series,  
Organisation team RLT (national event),  
Head of communication Hanover (01/2019 –  
02/2020),  
Participation in European Marketing Camp  
Lisboa in cooperation with Nova Marketing  
Club (10/2019)
- 12/2018 **Engagement at rock your life! Hannover e.V.**
- 07/2021 Member of student initiative for education  
equality and fairness,  
Member of organisation and mentoring team,  
Training as mentor couple coordinator,  
mentoring of disadvantaged student for one  
year

## INTERESTS

Running, Hiking, Fitness, Reading

*J. Grubner*

Hanover, 20.01.2023