Lakisha Adu

✉ lakishaadu@yahoo.de

in linkedin.com/in/lakisha-adu/

○ github.com/lakishaadu

I am an analytics-oriented marketer with recent experience from a 15-week analytics bootcamp. I love applying my new knowledge and contributing to the success of campaigns. I have a high level of comprehension and am a quick learner. Managing multiple projects with tight deadlines is no problem for me.

Work experience

Marketing Manager | JITpay Group
11/2022 - 03/2023
Managed marketing for customer & employee acquisition.
Organized and planned events.

Content-Marketing Manager | KUPPER IT GmbH
04/2022 - 09/2022
Developed content for marketing materials.
Planned and implemented content strategies to increase brand awareness, drive traffic, and generate leads.

Marketing & Support | Wehner Consulting GmbH
04/2020 - 10/2021
Developed B2B sales marketing activities;
Focused on sales and lead generation, consistently driving revenue growth and customer acquisition;

Seminarmanager | MST Group GmbH
05/2018 - 08/2020
Planned and coordinated seminars for personnel development at the BMW Training Center and MAN;

Event Manager | Seminarcenter IM EINKLANG
07/2017 - 04/2018
Maintained the Home and Facebook pages;
Managed Meta Ads and Marketing Campaign;
Conceptualized creative event concepts;

Soft Skills & Languages

Soft Skills
Hands-on Person
Analytic thinker
Problem solving
Communication Skills

Language
English: B2
Spanish: A1
German: Native

Education

Marketing Analytics | WBS Coding School, Berlin
Since 04/2023 - 08/2023 | Hybrid Further Education
Focus: Tracking, Measurement, Analysis, Reporting;

Communication & Event Management | IST Hochschule f. Management, Düsseldorf
Since 04/2021 - today | Bachelor of Arts | Part-time
Focus: Brand Management, Business Administration;

Event Manager | IST Studieninstitut, Düsseldorf
02/2019 - 02/2021 | Hybrid Further Education | Part-time
Focus: Venue Selection and Logistics, Event Production;

Event Manager | TNC Group GmbH, Leipzig
09/2014 - 06/2017 | Apprenticeship
Focus: Project Management, Promotion, Social Media;

Tech Skills & Knowledge

Digital Marketing
Digital Marketing Fundamentals
Google Tag Manager | Google Analytics
Hotjar (Heatmap and user behavior analysis)

Web Development
HTML | CSS | JavaScript (Frontend)
SQL (Database query language)
BigQuery (Data warehouse and analytics)

Conversion Optimization:
A/B Testing (For conversion rate optimization)
Looker Studio (Data visualization & analytics)
Web Usability & Conversion-Centered Design

Graphic Design:
Canva (Graphic design)
Photoshop (Image editing)