



Lakisha Adu

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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)