



Lakisha Adu

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🐙 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)