



Lakisha Adu

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📁 github.com/lakishaadu

Analytically-driven Marketing professional with recent experience from a analytics bootcamp. Strong attention to detail and a dedication to accuracy. Eager to apply knowledge and contribute to campaign success. Quick learner who excels in fast-paced environments, managing multiple projects under tight deadlines. Effective communicator and team player.

Work experience

- **Marketing Manager** | JITpay Group
November 2022 - March 2023
Plan and manage marketing efforts to acquire new customers and employees.
Organization and planning of Events
- **Content-Marketing Manager** | KUPPER IT GmbH
April 2022 - September 2022
Content development for marketing materials,
Planning and implementing content to increase brand awareness, Drive traffic, generate leads;
- **Marketing & Support** | Wehner Consulting GmbH
August 2020 - October 2021
B2B sales marketing activity development,
Focus on sales and lead generation, consistently driving revenue growth, customer acquisition;
- **Seminarmanager** | MST Group GmbH
Mai 2018 - August 2020
Planning and coordination of seminars for personnel development for the BMW Training Center and MAN;
- **Event Manager** | Seminarcenter IM EINKLANG
July 2017 - April 2018
Maintenance of Home and Facebookpage, Meta Ads;
Conceptualize and implement creative event concepts, themes, and experiences;

Soft Skills & Language

- **Soft Skills**
Hands-on Person
Analytic thinker
Problem solving
Communication Skills
- **Language**
German: Native speaker
English: Level B2
Spanish: Level A1

Education

- **Further education Marketing Analytics**
WBS Coding School
Since April 202 - today
- **Bachelor Communication & Event Management**
IST Hochschule für Management, Düsseldorf
Part-time study
Since April 2021 - today
- **Further education Event Manager**
IST Studieninstitut, Düsseldorf
Distance learning
February 2019 - February 2021
- **Education Event Manager**
TNC Group GmbH, Leipzig
September 2014 - June 2017

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 tool)
- **Conversion Optimization:**
AB Testing (A/B testing for conversion rate optimization)
Looker Studio (Data visualization & analytics platform)
Web Usability & Conversion-Centered Design
- **Graphic Design:**
Canva (Graphic design tool)
Photoshop (Image editing software)