

Lakisha Adu

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📁 [My Portfolio](#)

I LOVE DATA!

In recent years in particular, I have focused on data-driven marketing and would like to further expand my knowledge. I have mastered tools and programming skills such as GTM, GA4, SQL as well as JavaScript, HTML and CSS. I also discovered a new passion for creating dashboards using Looker Studio and Power BI. Please take a look at my [portfolio](#) to see for yourself.



Work experience

- **Metasearch Intern** | eDreams Odigeo (Barcelona)
09/2023 - 03/2024
Building Reportings on a monthly and weekly basis using Excel
Collect Data, analyze bugs, and build Dashboards with Power BI
Analyze & Tracking of reviews on Skyscanner
- **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 | Power BI (Data visualization & analytics)
Web Usability & Conversion-Centered Design
- **Graphic Design:**
Canva (Graphic design)
Photoshop (Image editing)