

Lara Weddige

Data analyst with 5 years experience in copywriting and marketing, skilled in helping organizations create meaningful relationships with their communities.

DATA ANALYTICS PROJECTS

NBA Player Analysis — *Deep-diving into stats*

Using Python to uncover trends and correlations between player performance statistics and demographic information such as age and years played in the league.

Instacart Basket Analysis — *Online grocery shopping*

Using Python to discover trends and information about customers and purchasing behaviors to address business questions and improve marketing strategy.

Rockbuster — *Video rental company*

Using SQL to analyze Rockbuster's inventory, their user demographics, geographic locations, and pricing structure to answer business questions and assist in creating data-driven expansion strategies.

Healthcare staffing in the US — *Flu season preparation*

Determined optimal staffing levels for healthcare providers across the US based on CDC and census data.

PROFESSIONAL EXPERIENCE

Impact Hub Berlin — *Content Manager*

October 2022 – January 2023

- Developed and rigorously A/B tested lead-generating landing pages, leveraging innovative marketing strategies to drive increased member sign-ups and office rentals, in alignment with KPIs.
- Oversaw press and PR activities, orchestrating video shoots and providing support to staff while assessing the strategic value to the company.
- Crafted and refined content in both English and German to effectively communicate USPs, establishing comprehensive style guides and tone of voice directives for brand consistency.
- Spearheaded a video series initiative, from conceptualization to execution, aligning closely with sales and partnerships teams to address their specific requirements and identifying suitable interview subjects.

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[LinkedIn](#)
[GitHub](#)

SKILLS

- Analytics
- Tableau
- Excel
- SQL
- Python

TOOLS

- WordPress
- Hubspot
- Zendesk
- Mailchimp
- SendX
- Jira
- Trello
- Figma
- Miro
- Hootsuite
- Microsoft suite
- G-Suite
- Asana
- Confluence
- Articulate 360
- Markup.io
- Google Analytics
- Canva
- Buffer

CERTIFICATIONS

- Data Analytics
- Einführung Online Marketing
- Social Media Manager
- Webdesign mit WordPress
- Hootsuite Platform and Social Marketing Training
- HubSpot SEO Certification

MXC Foundation — *Community Manager, Content Marketing*

July 2021 – September 2022

- Amplified brand visibility and drove sales growth in the German market by establishing diverse engagement channels for community interaction and crafting informative FinTech content tailored for accessibility.
- Conceptualized and executed compelling content and video marketing initiatives, collaborating with graphic and video production teams.
- Directed newsletter strategies, significantly expanding readership from 4,000 to over 15,000 subscribers. Pioneered marketing email campaigns, resulting in a substantial increase of over 250k in sales revenue.

SGM Solutions & Global Media GmbH, Berlin, Germany — *Content Writer, Copywriter, Copy Editor*

November 2017 – July 2020 and July 2014 – August 2016

- Edited 100s of Bachelor and Master-level courses across multiple subjects, meticulously ensuring alignment with specifications and copyright standards, and liaised with instructors for final approval.
- Translated coursework from Spanish to English, expertly handling specialized terminology in fields such as medicine.
- Developed courses on Moodle platform, conducting rigorous integration tests and UX/UI assessments to optimize student learning experiences.
- Orchestrated seamless project workflows, maintaining oversight of transcripts and project statuses to facilitate timely deliverables.

GoEuro, Berlin, Germany — *Customer Service Associate*

November 2016 – October 2017

- Served as primary contact for travelers, handling inquiries across communication channels and coordinating with service providers.
- Upheld exceptional service standards, consistently achieving high levels of customer satisfaction as evidenced by positive ratings and feedback.
- Played a proactive role in refining service procedures, contributing to the development and implementation of new processes, including authoring guides to enhance team capabilities.

Dataconomy Media, Berlin, Germany — *News Editor*

January 2014 – June 2014

- Offered compelling insights into the realm of Big Data startups through accessible 500-word articles, demystifying complex concepts for readers.
- Explored news, trends, and expert perspectives on cutting-edge data-driven business models, analytics products, and services.
- Combined business understanding with Big Data to identify trends and opportunities for data-driven business models across industry verticals

LANGUAGES

- English — native speaker
- German — native speaker
- Spanish — C1

EDUCATION

Humboldt Universität zu Berlin

April 2013 – June 2016

Spanish and English with
Pedagogy emphasis

Brandeis University, B.A.

September 2008 – May 2012

Spanish Language and Literature
Major

German Language and Literature
Minor

VOLUNTEER EXPERIENCE

Food Sharing

August 2022 – present

Johanniter-Unfall-Hilfe e.V.

July 2020 – present