

Laura Brenninkmeijer

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Education

Sep 2014 - Jul 2017	University of Exeter, BSc in Mathematics <i>Upper second class honours degree</i> Modules taken include: Statistics, Statistical Modelling, Fluid Dynamics, Cryptography and Maths of Climate Change	Exeter, UK
Sep 2010 - Jul 2014	Downside School, Bath, UK 4 A-Levels: A*AAA (Maths, Further Maths, German, French)	Bath, UK

Experience

Jun 2020 - present	KiddiPlan LTD, Strategic Assistant to the CEO (10 months) Development and Testing <ul style="list-style-type: none">User tested our website, reported bugs and logged usability improvements to our developer using BitBucketDesigned specifications for new features and pages; worked closely with our developer to implement theseIn charge of QA testing newly implemented features on a staging environment before committing them to the live siteMaintained and queried databases using SQL and manipulated them for testing purposes using SSHImplemented our iframe into existing customer website and created custom CSS to fit in with their colour scheme Sales and Account Management <ul style="list-style-type: none">Built demos of our platform functionality and presented them to any prospective clientsManaged onboarding of new clients and maintained existing client relationships handling inbound queries and issues Marketing and Social Media <ul style="list-style-type: none">Ran email marketing campaigns with several audiences using SendinBlue; analysed the opening and click ratesSuccessfully ran Social Media accounts on all major networks, scheduling regular sponsored and standard postsDesigned client promotions in our newsletters and socials to help promote their business to contacts in our network	London, UK
Sep 2018 - Oct 2019	ASOS.com, Established Merchandising Administrator (1 year, 1 month) <i>Early promotion from entry MA as a top performer after 5 months</i> Sales Analysis for a Department taking around £1m each in sales and new intake per week <ul style="list-style-type: none">Created, maintained and analysed sales and stock reports for categories in multiple sizes in three warehousesPut in charge of my own category to forecast, plan and range buildEvaluated and interpreted data for daily reporting, financial deadlines, season summaries and strategy meetingsRolled Markdown and Promotions, deciding what product to discount and by how much Supplier Management <ul style="list-style-type: none">Worked closely with 20+ suppliers in 12 categories; managed orders, repeats and estimated quantities for the seasonCoordinated with suppliers and several shipping companies, ensuring orders were handed over and shipped on time Training & Mentoring <ul style="list-style-type: none">Asked to train three new starters and seen across the floor as a person to come to for help and problem solvingSeen as reliable and professional by our Head of Merch and asked to do tasks for him and create guides for othersStepped in to take on Assistant Merchandiser tasks while the position in our team was vacant for six months	London, UK
Apr 2018 - Jul 2018	Meepl Fision Technologies, Research Internship (3 months) <ul style="list-style-type: none">Used data analysis and machine learning to find correlations between body shapes and preferred clothing sizesPresented my findings and conclusions to the whole company, creating a foundation for future researchResearched speakers and exhibitors of relevant conferences leading to new client prospects for the sales teamHelped communicate between the sales and development teams, enabling cohesion within the company	Zurich, CH
Aug 2017 - Sept 2017	Zurich Insurance, Product Management Internship (2 months) <ul style="list-style-type: none">Worked as part of the innovations and product development team, focused on acquiring new customers aged 18-30Learned to work with agile methods such as scrum and design thinking and was in charge of my own scrum boardAssisted in managing a project up to its launch; conducted and analysed customer surveys, tested the user interfaceSet up a first financial model and prototype for a new product, created marketing content for this and existing projects	Bonn, DE

Achievements and Extracurricular

Dec 2020	SheCodes React and Responsive Development Courses Built websites practising skills in Front End Development. See an example of my work at laura-weather.netlify.app
Jul 2018	EdX Foundations of Data Science online course using Python Took part in a course from UC Berkeley to help understand Data Science and its application in Machine Learning
Jun 2016	Think Pacific, Volunteering Project Spent four weeks in a rural Fijian village, living with a local family and teaching at their primary school
2012 - 2014	Achievements in Maths Won a Silver Award in the UK Mathematics Trust Challenge and was awarded a 5% Sixth Form scholarship

Languages and IT Skills

Languages	German (native), Dutch (native), French (conversational), Italian (basic) <ul style="list-style-type: none">Took French and Italian Modules alongside my maths degree, achieving B2 and B1 qualifications respectively
IT Skills	<ul style="list-style-type: none">Extensive knowledge of Microsoft Office, particularly ExcelExperience in using front end development software including HTML, CSS, JavaScript, React and BootstrapBasic knowledge of other computer programming software such as SQL, SSH, Python, Matlab and R for statistics