

# Alexandra Schmitt

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## SUMMARY

Passionate about branding & digital solutions, learning more about & testing, the latest innovations in tech. Experience working in later & early stage start-ups & fast-paced environments. Industry experience in e-commerce, IT-services, IT-consulting, industrial machinery manufacturing & HR services. Continuously seeking challenging, creative, & exciting roles.

## EXPERIENCE

### Agent, Full-Time

June 2024 – June 2025

Paris, France

MIHA Model Management

- Collaborated directly with the founder to scout, develop, manage talent, and lead social media content creation efforts
- Curated model portfolios to achieve their goals (e.g., haute couture vs. e-commerce)
- Led client outreach and booking negotiations, securing international placements
- Curated branding strategies for models to enhance their marketability and career trajectory

### Product Management Analyst, Full-Time

October 2023 – June 2024

Frankfurt, Germany

Deutsche Bank, Corporate Bank

- Supported team management with cross-functional teams to launch a b2b2c financial product
- Assisted vendor procurement and secured key partnerships
- Prioritized product features and roadmap with senior stakeholders

### Brand Marketing & Public Relations, Part-Time

October 2022 – January 2023

Berlin, Germany

heycar (Fastest-growing online car marketplace in Europe, launched by BCG)

- Enabled & led multichannel promotions & campaigns to increase sales & brand awareness within the German automotive market
- Collaborated with the design & product team to enhance the webpage driving visits & to create new content
- Drove the PR awareness campaign related to preventing child traffic fatalities to generate widespread word of mouth

### Strategy Intern, Full-Time

May 2022 – September 2022

Berlin, Germany

PayFit GmbH (HR tech unicorn, raised \$495M)

- Created business operation updates to drive alignment among C-level management board
- Onboarded new clients & tracked KPIs to measure success & decrease churn using Salesforce, Looker & Wootric
- Made reports for the customer success team to define & implement best practice workflows
- Contributed to sprint planning & product development, working with Jira tickets & briefs

### Business Analyst Intern, Full-Time

November 2021 – February 2022

New York, USA

Momen.team (HR tech, backed by VCs including GFC)

- Worked directly with the founder to create a scalable onboarding process
- Wrote job descriptions, screened candidates & led behavioural interviews for Intern to Executive level jobs across functions
- Prepared for & led investor meetings with Global Founders Capital (GFC), creating & designing pitch decks for current & future investors

### Marketing Communications Working Student, Part-Time

May 2021 – November 2021

Düsseldorf, Germany

Sandvik Manufacturing (Global manufacturer of tools & tooling systems)

- Created sales presentations, videos, & podcasts for the company-wide internal network & stakeholders
- Researched, wrote & published internal articles for global departments on company manufacturing innovations & investment strategies

### Marketing Intern, Full-Time

December 2020 – May 2021

Frankfurt, Germany

SaveSpace GmbH (Self-storage platform, Techstars 2022)

- Assisted co-founders in launch of new subsidiary, SaveSpace, a Techstars startup
- Helped define the online & offline marketing strategy
- Led the research of customer segments & generated relevant content

## EDUCATION

### Masters of Entrepreneurship & Innovation

August 2025 – June 2026

San Francisco, USA

University of San Francisco - Masagung Graduate School of Management

- Foundations of business, creativity and design within the entrepreneurial scope

### Bachelor of Science in Management

September 2020 – April 2023

London, Turin, Berlin

ESCP Business School - École supérieure de commerce de Paris

- Focus on business Management, Economics, Law, Humanities, Spanish & Italian language

### International Baccalaureate (IB)

August 2013 – June 2019

Düsseldorf, Germany

International School of Düsseldorf

- Higher level courses: History, German, & English Language & Literature; Standard level courses: Mathematics, Visual Arts, & Biology

## SKILLS & INTERESTS

- Advanced with social media content creation, ads, & analytics (Meta Business, X, TikTok, LinkedIn, Google Business, AWS)
- Proficient in MSOffice, HTML, CSS, Canva, Rotato, Figma, Lightroom, Contentful, MediaSlides, Salesforce, Wootric, & Looker