

# VALERIE FUCHS

## CREATIVE DEVELOPER

---

### PROFILE

Digital Marketing professional turned Developer with a focus on backend web development. I enjoy connecting systems to make data ready for visualisation.

### CONTACT

Nieuwe Herengracht 121-4  
1011SB Amsterdam  
hi@valerie-fuchs.de  
0681 384690  
github.com/madamerobot

### STACK

JavaScript  
Node.JS  
Sequelize, SQL  
React  
jQuery  
HTML & CSS

### SKILLS

Communications  
Project Management  
User-Centered Design  
GitHub

---

## CODING PROJECTS

Created during my web development bootcamp at NYCDA 2017

#### THE AMSTERDAM SUN MACHINE, JULY 2017

Visualisation of Amsterdam summerspots, data sourced from Open Geo Data portal.

- Frontend: React, HTML, CSS
- Backend: Node.JS
- GitHub: <http://bit.ly/2usp1ek>
- Live-Link: <http://bit.ly/2wHwPqi>

#### LATE NIGHT SNACK, JUNE 2017

Google Maps visualisation of only restaurants which are open at the time of request.

- Frontend: CSS & HTML, Google Maps API
- Backend: Node.JS, Google Maps API
- GitHub: <http://bit.ly/2vuYIB6>
- Live-Link: <http://bit.ly/2uoTwmk>

#### THE AVOCADO NET, JUNE 2017

Community platform with the single purpose to post about Avocados.

- Frontend: Bootstrap, HTML & CSS
- Backend: Node.JS, Sequelize
- GitHub: <http://bit.ly/2uBMtXg>
- Live-Link: <http://bit.ly/2vmh34L>

#### I TWERK IN CODE, MAY 2017

Editorial platform with profiles of different developer roles, aiming to help newbie coders.

- Frontend: Materialize, HTML & CSS
- Backend: Node.JS, SQL
- GitHub: <http://bit.ly/2u2elvd>

## WORK EXPERIENCE

### GLOBAL DIGITAL MARKETING MANAGER AT ADIDAS, AUG 2014 - MARCH 2017 || AMSTERDAM

- Increased consumer-engagement by planning and executing award-winning digital campaigns, e.g. Snapchat co-creation campaign #myneolabel, which won two bronze Lions at Cannes 2017 (Categories 'Social Campaign' and 'Social Engagement').
- Optimised e-Commerce integration of global campaigns, e.g. by creating online live experience for Selena Gomez Google Hangout in 2015, which increased online sales of collection by 45% during campaign period.
- Raised user-centric approach for digital strategy, e.g. by producing a focus group study about mobile behaviour. This led to a company decision to **not** create a mobile app, saving a 6 figure sum from being spent unnecessarily and enabled this budget to be reallocated to other initiatives.

### DIGITAL MARKETING AT PAUL MITCHELL HAIRCARE AUG 2010 - NOVEMBER 2013 || DARMSTADT

- Amplified mobile brand experience by producing salonfinder iPhone app which was featured in the iTunes App-Store's 'Top 5' during its first week after launch in 2010.
- Enhanced usability and relevance of B2B e-Commerce by leading site towards responsiveness, which improved daily customer interaction of Paul Mitchell sales force working with iPads.
- Increased social brand awareness by establishing social strategy and influencer relationships. My influencer work for the product line 'Awapuhi Wild Ginger' resulted in video mentions by top German YouTubers, achieving 180.000 views without any media budget.

---

## EDUCATION

### WEB DEVELOPMENT @ NEW YORK CODE & DESIGN ACADEMY MARCH - JULY 2017 || AMSTERDAM

3 months full-time course with focus on JavaScript and backend-applications with Node.JS

### SCRUM PRODUCT OWNER CERTIFICATION @ XEBIA ACADEMY FEBRUARY 2017 || AMSTERDAM

2 days workshop to receive official SCRUM alliance certification.

### M.A. DIGITAL MEDIA MANAGEMENT @ HYPER ISLAND JANUARY 2014 - JANUARY 2015 || MANCHESTER

Studies with focus on leadership, process management, design thinking and team development.

### B.A. MEDIA MANAGEMENT @ HOCHSCHULE RHEIN-MAIN 2007 - 2010 || WIESBADEN

Applied studies combining the three areas of Technology, Design and Management.