

Summary

Full-Stack Web Developer with profound knowledge in CRM Marketing and CRM Tech, experienced in cross-departmental collaborations with the product, development and data team. Skilled at enhancing CRM systems via third party APIs, team lead experience and in-depth knowledge in email coding with HTML, CSS. Looking for enriching knowledge in programming languages and technologies in an international company, committed to make a positive environmental, educational, social impact.

WEB DEVELOPEMENT SKILLS

Frontend

- Building websites from scratch with HTML5, CSS3, Javascript
- Code linting, cross-browser & accessibility testing
- Frameworks: React, Angular, jQuery, Bootstrap
- Test-driven development: unit-testing (Jest), integration-testing (Cucumber), end-to-end testing (Puppeteer) & Behaviour-driven development (Gherkin)
- Building mobile apps with React Native and Expo
- AJAX

Backend

- Node.js, Express
- API, RESTful, JSON
- Relational & non-relational databases (MongoDB, PostgreSQL)
- JWT Authentication and Authorization with Password middleware
- Local data storage with AWS, Google Firestore

TOOLS

Github
Postman
Trello
Confluence
Twilio
Iterable
Mailchimp
Mandrill
Zapier
MS Office

EDUCATION

Full-Stack Web Developer
CareerFoundry, 05/2012 - 11/2012

Bachelor of Arts
HWR Berlin, 04/2008 - 03/2012

LANGUAGES

Native: German
Fluent: English
Intermediate: French

WEB DEVELOPMENT PROJECTS

Meet app, PWA, CareerFoundry study project 09/2022 - 09/2022

- Built a Progressive Web App (PWA) with React, using test-driven and behaviour-driven development techniques, that uses a Google Calendar API
- Implemented serverless functions (AWS lambda) to authenticate + authorise users (OAuth)
- Developed and tested the app's unit functions using Jest, followed by integration tests using user stories (Gherkin) and end-to-end testing with Puppeteer, resulting in a 100% test coverage, bug-free web app, allowing users to filter for events and specific city and use the app offline

myFlix, movie app, CareerFoundry study project 08/2022 - 10/2022

- Built the complete server-side and client-side for a web application from scratch
- Created a RESTful API using Node.js and Express, that interacts with a non-relational database (MongoDB), and testing API endpoints in Postman
- Built the interface of a single-page, responsive application, developed with React and Redux, resulting in a fully functioning web-app allowing users to register or login to view movies and details & update their user profile

WORK EXPERIENCE

CRM Tech Lead, Marley Spoon AG, Berlin 06/2021 - 01/2022

Led one direct report, ensuring internal and cross-departmental CRM requests get executed accordingly to business priorities and scope of requests

- Managed cross-departmental CRM requirements from stakeholders, e.g. local Marketing teams from Berlin /New York/ Sydney , Customer Service, Operations, scoping and assessing business value to ensure prioritisation in product roadmap and quality assurance before deployment
- Created an Email Design System for 4 brands, enabling the CRM team to work more efficiently with reusable email modules while keeping brand consistency and email accessibility, reducing campaign preparation time by ~ 50%

CRM Specialist (SME), Marley Spoon AG, Berlin 04/2020 - 05/2021

- Developed CRM database structure and data events in order to launch marketing automation and business-critical transactional communication of new business vertical
- Audited and re-organised CRM platform & campaign management, in order to unify customer data tracking and establish more consistent campaign tracking across 12 countries and 4 brands, enabling the CRM team to easier monitor and optimise business-critical KPIs across different markets, brand and lifecycle campaigns
- Migrated transactional mails to the CRM tool, incorporating the transactional communication into a more personalised customer journey and increased customer engagement based on their interactions with the digital product
- Onboarded 9 new CRM managers on CRM system, functionalities and CRM focused business metrics (retention, reactivations, OR/CR, CVRs)

Head of Retention (Operations), Marley Spoon AG, Berlin 10/2018 - 03/2020

- Managed 5 direct reports, continuously drive Month-over-Month and Year-over-Year improvement of metrics and revenues at a positive ROI while working on further personalisation and channel diversification for the team
- Enhanced the CRM system from limited email campaigning, by negotiating, cooperating and integrating with third party tools via API into CRM tool
- Enabled and trained the CRM team to perform multi-channel communication for more targeted, personalised and individualised CRM campaigns across all customer lifecycle stages, using SMS, push, and direct mail next to email

Global CRM Manager, Marley Spoon AG, Berlin 08/2014 - 09/2018

Retention Manager, Delivery Hero Holding, Berlin 02/2013 - 07/2014

Junior Retention Manager, Lieferheld GmbH, Berlin 04/2012 - 01/2013