

KEYSKILLS :

Fundraising

Marketing & Sales

Business Development

PR, Advocacy, Comms

Professional Background:

2019/2020 Gefeg GmbH, Berlin: Senior Sales Manager

- Selling Software to the Transport and Logistics Industry
- Developing sales pitches and strategies around sales pitch
- Research on the market, key players and potential new business
- Creating materials and communication around the need of the client or client to be attending UN and UNECE meetings and working groups
- EU tender involvement and research

2018 Sellbytel on behalf of Hewlett Packard, Valencia Spain: Partner relations

2016/2017 IFAW Deutschland, Hamburg / NGO / Position: Major Donors and Legacy Manager

- Strategy Development for legacies and major donors approach
- Legacy planning stewardship, leveraging and information
- Major Donor development, consultation and enhancement
- Creating individual strategies around individual donors and their needs
- Major Donor Events
- Development of materials and information for donors
- Forming relationships and bonds with the individuals

2015 We-Conect, Berlin / Conference Producer / Position: Snr Sales Manager Conferences

- B2B Conference Sales
- Generating qualified leads and prospects
- Telephone Sales and Telephone Marketing
- Attending B2B Conferences on site

2014 HelpAge, Osnabrück / NGO / Position: Fundraising Manager

- "Face2Face" Operations
- Corporate Partnership Development, CSR
- Mailings and Database-Management

- Individual and Major Donor Development
- 2012/2013 Quadriga Art, NYC/Berlin / Direct Mail Specialist / Position: Development Manager EU
- Partnership Development with NGOs throughout Europe (direct mail focus)
 - Representing the organization and products in Germany and beyond
 - Liaison with relevant partners, clients and lobby groups
- 2008-2011 Free Consultant, Marketing und PR / Cultural, NGOs, Political clients
- Consulting clients within marketing, PR and fundraising strategies
 - Development of network and customer base
 - Sponsorship and PR
 - Relationships and Branding development
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- Habitat for Humanity, USA/Cologne / NGO / Position: Development Manager
- Building up office and network in Germany from scratch
 - Development of fundraising and communication strategy
 - Implementation of Fundraising and Communications strategy
 - CSR and Corporate Fundraising, Charity Events
 - Creation and development of Website and Marketing Material
 - Liaison with corporate partners, press, stakeholders and celebrities
 - Supervision and recruitment of staff, budget and office control 1999-2002 Key
- 3Media Inc., USA /UK / Trade Show Producer / Position: Representative/Consultant
- Building up network and customer base in Germany, Switzerland, Austria
 - Selling and promotion of the worldwide trade shows to prospects
 - Liaison with exhibitors and customers for the trade shows worldwide
 - Liaison with trade associations, government and press
- 1998 Lynn Franks/Ketchum Life, London, UK / PR Agency / Position: Contract
- Assisting with organization of London Fashion Week 1998
 - Liaison with partners and stakeholders for London Fashion Week
 - Assistance in the photographers lounge at LFW 1998 on site

Education:

2016 Certificate PR 4.0 Communications Course, Indisoft Berlin
 2014 Certificate Human Resource Management, Moves Berlin
 2010 Certificate in EU Fundraising, emcra, Berlin
 2009 Certificate Humanitarian Aid, Development Aid, Fairtrade, GNE, Witzenhausen
 2013/14 Postgraduate Studies Fundraising Management for Charities and NGOs, Sheffield University
 1995 - 1997 Communications Studies BA at Westdeutsche Akademie für Kommunikation , Cologne
 1995 A-Levels/Abitur , Konrad-Adenauer-Gymnasium, Bonn

Languages:

German (mother tongue), English (excellent), French (good), Spanish (basic)

