

Germany
Spanish

Education

Esade Business & Law School, Ramon Llull University
Master in International Management

Barcelona, Spain
09/2021-07/2022

University College London
Philosophy BA

London, United Kingdom
09/2018-07/2021

Repton School Dubai
International Baccalaureate

Dubai, UAE
09/2015-07/2017

Work Experience

Selectra
Information Technology
Project Manager DE/AT (SEO)

Madrid, Spain
12/2022-06/2023

- Content strategy and monetisation for a website with ~30K monthly traffic
- Sourcing and managing affiliate partnerships to diversify revenue channels
- Managed joint projects with business developers, designers and sales team
- SEO: Optimising content, analysing KPI's, and presenting data reports

Maison Santé
Healthcare
Marketing Intern

Dubai, UAE
01/2021-02/2021

- Formulated mission/vision and value proposition, conversion funnel, and identified KPI's
- Helped develop web-design and user interface according to client specifications
- Conducted market research and executed advertising strategies across multiple social media channels
- SEO: Keyword research and content marketing via blogs

Al Oufouk Company
Sales & Distribution
Procurement Executive (Internship)

Dubai, UAE
04/2021-05/2021

- Managed purchasing cycles in a portfolio with over 25 active brands
- Worked on sales forecasts overseeing \$2 million in quarterly revenue
- Negotiated with suppliers and ensured quality specifications were met across 7 warehouses
- Developed a mock SOP system to rank suppliers to mitigate risk and increase efficiency

Language & IT Skills

German (Native), Spanish (Native), English (Native), French (Intermediate)
MS Office (Advanced), Drupal + HTML (Advanced), Google Analytics (Advanced)

Additional Information

- Elective courses in Global Marketing, E-Commerce, and Project Management
- Economics for Managers Course at Harvard Business School Online
- Volunteer experience building a school in Chiang Mai
- Licensed security professional