

Nina Schmarbeck, BA

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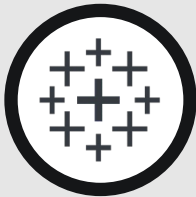
As a classical strategic planner, I have gained experiences with many different clients such as Lidl, Weleda and Ing Diba. What a great experience! And now that I have almost finished my data analysis bootcamp which definitely completes and enhances my technical and strategic skills for sure, I believe even more in collaboration. Knowing all these great fantastic programming tools, creating capturing keynote and speaking out loud to the audience and your colleagues doesn't make you a better analyst or strategist. The bootcamp showed me once again, that it's always the people you are working with that make you better. To listen, to learn and ask, even to fail and stand up doing it again makes me – hopefully – the new colleague you are looking for. I would be happy to tell you about my capstone project: *Hydrophil* and how data analysis can make the company great again.



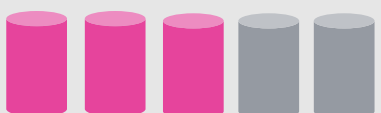
Python



PostgreSQL



Tableau



Azure



Keynote



Powerpoint



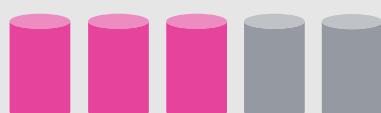
German



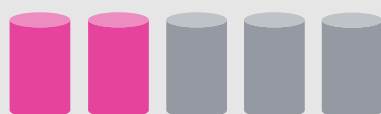
English



Spanish



French



Experience

• Strategic Planning Freelancer 2016 – 2022
FdZ future tools |

• Strategic Planning// Freunde des Hauses Werbeagentur GmbH// 2012– 2016 **FREUNDEDESHAUSES**
competitor analysis | strategic positioning of brands | customer journeys | target group analysis | trend analysis | brand/ customer journey based upon Jung's archetype modell

Clients: Lidl | IngDiba | Weleda

• Parental leave// 2008 – 2012

• Strategic Planning// TBWA Werbeagentur GmbH// 2007 **TBWA**
competitive analysis advertising | development core creative ideas | market and trend analysis

Client: Nivea

• Strategic Planning// Jung von Matt// 2005 – 2006 **JUNGvMATT**
Strategic Account management | reportings | workshop preparations

Client: E-Plus

Education// Certificates// Bootcamp

• Bootcamp Data Analytics// neue fische// 2022 **neue fische**
School and Pool for Digital Talent
540h intensive programming in Python, PostgreSQL
Visualization in Tableau
Capstone „Hydrophil“

• GAIQ // Google Digital Academy (Skillshop)// 2022

• Google Analytics 4 // Udemy // Nov 2022
the complete beginner course with certificate

• Google Squared// Google// 2015
Presentation techniques | Coachings | strategic projects on customers

• Kulturwissenschaften// Fernuniversität Hagen//2012

• Certificado BA// Escuela de Negocios MBA// 2003 – 2004

• International Business Management Diploma// International Management School// 2004
Abschlusszeugnis: 1,9 „magna cum laude“
Dissertation: 1,5 “Cross Cultural Management and how it effects negotiations in the 21st century, exemplified on Hewlett Packard”

Volunteer Work

• Tennis trainer//Elementary School Forsmannstraße// 2017 – 2022
• ETV Etmates Ultimate Frisbee// Coordinator
• Doppelkopf & Skat & Pokern

