

SIMONA WURST

FULL STACK DEVELOPER (TO BE)
&
ONLINE MARKETING MANAGER



On request :)



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LET'S CONNECT



LANGUAGES

German

English

Spanish

French

Full Stack Developer in Training

January - March 2024 | Ironhack, Remote



Intensive bootcamp (9 weeks) in Web Development, dedicated to Javascript (ES6), React, Node.js, MongoDB, ExpressJS, HTML & CSS.



Project 3: MERN stack with tokenbased authentication, REST API, CR(UD), 3 models, review functionality.



Project 2: Responsive React-SPA with CRUD functionality.



Project 1: Javascript Online Game built with OOP principles & DOM manipulation techniques.

Consulting: Website Launch & Business Strategy

Sept. - Okt. 2023 | The Scuba Diving Squad Ltd., TH/Remote

Development of the **website strategy & marketing concept**. **Project management** during initial state of launch. **Employee training** in SEO & CMS (WordPress) related topics.

Positioning & branding advice based on **competitive analysis**. Support in **day-to-day operations** (e.g. course planning, process improving, equipment).

(Remote) Online Marketing Manager

April 2021 - August 2023 | Skandika GmbH, Essen/Remote

Optimization of websites & online shop (trilingual): Local keyword researches. On-Page & technical SEO. Conversion optimization. Improvements to design, user navigation, accessibility & usability.

Website Relaunch: Project management & development of website strategy. Introducing sustainability as a new direction for branding & marketing concept.

Content Marketing & Management: Launch of the new blog section. Creation of blog articles, SEO product texts & social media content. Improving storytelling. Writing briefings & general SEO/content guidelines. Proofreading of texts.

Photography & Video: Planning & coordinating e-com shoots. Product testing and creation of UGC.

Strategic & operational responsibility for the B2C newsletter.

Main contact person & coordinator for **Brand Ambassadors**.

Monitoring & monthly reporting of relevant KPIs to the CEO and other department team leads.

Online Marketing Manager

Okt. 2018 - March 2021 | Explorer Fernreisen, Düsseldorf

Website Optimization: On-Page SEO, keyword research & analysis. Creation of optimized landing pages. Improving existing content. Planning & coordinating of website & CMS customizations.

Strategic & operational responsibility for all **social media channels**, paid Facebook/Instagram ads & community management.

Strategic & operational responsibility for the B2C newsletter.

Web analysis & reporting of relevant KPIs to CEO.

FULL STACK SKILLS

Javascript (ES6), React, NodeJS,
MongoDB, Express, HTML5 & CSS3

ONLINE MARKETING TOOLS & SOFTWARE

SEO: Sistrix, GSC, Xovi, ahrefs

CMS: WordPress, Strapi, Neos, Typo3

Ecommerce platform: Shopware 5 & 6

Newsletter: SendinBlue & Evalanche

Web analysis: Google Analytics

DESIGN & PROJEKT- MANAGEMENT

Adobe Creative Suite (Ps, Id, Pr, Lr)

Canva, Trello, Notion, Meistertask

OTHERS

Fun project: Building an Etsy-Shop.

Occasionally: Proofreading bachelor's,
master's, project, and technician
papers.

Let's create and evolve together.

I look forward to hearing from
you!

Simona Wurst

EDUCATION BACKGROUND

Page-Speed-Seminar, SEO

April 2021 (2 days) | 121Watt, Webinar

Google-Ads-Seminar, SEA

Oktober 2020 (2 days) | 121Watt, Webinar

Advanced Facebook-Ads-Seminar

Oktober 2018 (2 days) | 121Watt, Berlin

Dual Bachelor's degree program in Tourism

Economics Okt. 2014 - March 2018 | IUBH, Düsseldorf

Theoretical foundations in Business & Economics,
Accounting, Process and Quality Management, Marketing,
HR, Business Law, Business English and Spanish.

Practical focus in cooperation with Explorer Fernreisen:
Online Marketing and Product Management.

Internship in Sales

Nov. 2013 - March 2014 | Explorer Fernreisen, Stuttgart

Abitur / A levels

Sept. 2004 - Juni 2012 | Limes-Gymnasium Welzheim

SOFT SKILLS

strong communication skills

solution-oriented

strategic

empathic

team-player

creative

eye for details

adaptable

analytic

hands-on

perfectionist

conscientious

resilient

loyal

Swabian mentality

PASSIONS



Scuba Diving
(AOWD)



Yoga
(TTC 50 hrs.)



Sewing
& Tailoring



Traveling



Web-
Technologies



Cooking



Gardening



Alpacas