

EDUCATION

Google

Mar 2023 - Apr 2023

Data Analytics Professional Certificate

- Completed extensive six month job-ready Google Career Certificate training
- **Relevant Coursework:** Data cleaning, analysis, visualization and communication
- Transformed complex data into actionable insights with a solid understanding of databases

Hochschule Furtwangen University

Sep 2011 - Feb 2023

Bachelor of Science: OnlineMedien (Field of study: computer science), ø 1,4

- **Participant:** Excellence Coaching Program
- **Relevant Coursework:** Web Analytics, Programming, Project management in software projects
- Executed and implemented various projects in the fields of Analytics, Web and Software Development

PROFESSIONAL EXPERIENCE

Porsche Deutschland GmbH | Bietigheim-Bissingen, Germany

Aug 2020 - Feb 2021

Intern: Marketing Communication

- Analyzed Google Analytics and CRM data to gain insights and identify trends, informing marketing decisions and optimizing content strategies
- Designed and developed dashboards and reports using Looker to track KPIs and monitor business performance
- Coordinated the national migration of the digital signage project throughout the Porsche dealership organization
- Planned and executed 6 marketing campaigns and sales promotions, resulting in increased customer engagement

Custom Concepts | Amsterdam, the Netherlands

Jul 2018 - Mar 2019

Support Coordinator

- Managed and implemented a project in collaboration with the internal design and tech team to create an interactive help center enhancing customer service on the website, resulting in a 25% decrease in support requests
- Monitored and analyzed CRM data to identify issues, leading to recommendations to the CPO and CFO to adjust product production and shipping deadlines
- Built and led a team of 10 support employees, achieving a 98% customer satisfaction rating
- Revised and adapted customer service workflows, reducing average handling time by 25%

EXTRACURRICULAR ACTIVITY

Misfashioned

Jun 2017 - Present

Founder: Instagram network Misfashioned with over 260,000 followers

- Conducted data analysis to inform content strategy, optimizing posting schedules and identifying popular trends
- Monitored and analyzed metrics to optimize content and grow audience engagement
- Built and coordinated a team of 3 to cover various accounts
- Arranged and supervised multiple successful campaigns for established brands like Axel Arigato and Bronx

ADDITIONAL INFORMATION

- **Software:** SQL, R, Excel, Tableau, Looker, Google Analytics, Jira, Basecamp, Qualtrics, HTML, CSS, JavaScript, Java
- **Languages:** German (Native), English (Business fluent), French (Intermediate)
- **Skills:** Creative and Analytical skills, Organization, Communication, Project management, Leadership, Negotiation
- **Interests:** Technology trends and start-ups, Soccer, Weight training, Reading (Economics, Philosophy)