

Personal Profile:

I have a can-do attitude towards new challenges, I enjoy self-depenent working and being accountable for success. Due to my open-minded and outgoing personality I find it easy to integrate within a new environment and to network with people. I am highly motivated to further develop my experience and skills and ambitious to take my career to the next level.

CV

First name Surname

Education

BA (Hons) Advertising & Marketing (2:1)

2004

University of Lincoln (UK)

Subjects: International Mkt. Strategy, Mkt. Communications, Advertising Strategy, How Advertising Works

International Marketing Assistant

2003

Merkur Akademie International, Karlsruhe (GER)

(private academic institution for economical studies and languages)

Major Subjects: Business Economics, National Economics, Accountancy, business English and French

Abitur (A-Levels)

2000

Wirtschaftsgymnasium, Rastatt (GER)

(school that teaches economics as a major)

Work Experience

Wilkinson Sword, High Wycombe (UK)

Trainee Assistant Brand Manager, European Mkt. Dept.

Since 12/2005

- Worked on pan-european product launch of Quattro Titanium razor:
 - Built scorecards from statistical launch tracking data (ACNielsen and IRI) and analysed performance in terms of sales, market share, distribution build etc. (also for other product lines)
 - Managed development of retail blister and folding-card packaging for new products, promo offers for up-trading and a razor sample packs inc consumer brochures
 - Accompanied way to market of SKUs by writing market support requests, assigning new SAP codes, collecting forecasts, controlling project costs etc.
- Prepared revitalisation of former star brand:
 - Drew up in-depth historical brand life cycle analysis (data analysis and maket research) and assessed revitalisation potential of this brand
 - Reviewed submission from agency pitch and wrote evaluation and recommendation rationale
 - Lead packaging re-design (inc. on-pack communication) in co-ordination with design agency
- Reviewed and evaluated qual. and quant. market research insights in context with future NPD projects
- Developed brand guideline paper for the range of male shaving brands

JWT (formerly J.Walther Thompson), internat. network agency, Hamburg (GER)
Trainee Client Consultant, European Lead Account Wilkinson Sword
06/2005 – 11/2005

- Supported Account Director and creative team in development of Quattro Titanium launch campaign
- Managed international projects e.g.
 - adaption of print and TV creatives
 - acquiring or renewing buyout rights
 - monitoring campaign status and GRP scores in close cooperation with media agency
- Drew up case studies on communication strategies of other personal grooming brands
- Monitored competitive communication activities
- Composed monthly newsletter, sent out to the client and JWT offices as a vehicle for sharing information and learnings on current business activities in the markets

All Access, Full Service Concert Agency, Hamburg (GER)
Tourbooking Assistant
10/2004 – 05/2005

- Managed international tour projects for small rockbands, which involved liaising with venue owners and pro-actively selling the acts into venues
- Calculated costs and profitability of the tours

MarketForce, Telemarketing, Frankfurt/Main (GER)
Call Center Agent Outbound (*part-time job*)
01/2001 – 05/2001

- Pro-active sales calls
- Participated in communication- and sales training

Language skills

- **German:** native speaker
- **English, French:** fluent
- **Spanish:** basic knowledge

Computing skills

- **MS Office:** profound working knowledge (Word, Excel, Powerpoint)
- **ACNielsen database:** profound working knowledge
- **HTML:** basic knowledge