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Nationality: United States of America (permitted to work in Germany)

Professional Experience

- 01.2015 – current Marketing & Internationalization Consultant, Berlin (test IO, Startup Safari, Patience.io, et al.)
- Content strategy: Research, development, creation, and design production of customer case studies, sales collateral, and website properties.
 - Create and test lifecycle email campaigns for lead nurturing.
 - Development and optimization of copy for websites, landing pages, media communications, and performance marketing campaigns
 - Editorial development and content production for crossmedia project theforecaster-interactive.com
 - Social media management and monitoring (Facebook, Twitter, LinkedIn)
 - Design and running of persona workshops
- 03.2015 – current CRUSA Media Innovation Tour Organizer
Organize bi-annual European media innovation delegation to San Francisco, Silicon Valley, Seattle, Los Angeles, and NYC.
- Partner acquisition
 - Trend scout
 - Relationship management
 - Dossier development
- 02.2011 – 08.2014 Jimdo, Inc., San Francisco: US Country Manager,
- Management of company US subsidiary, including customer support, localization, and marketing teams
 - Coordination and implementation of global communication and marketing strategy, including multilingual iOS app launch
 - Content marketing strategy development and team training
 - Acquisition and liaising with external partners
- 01.2009 – 01.2011 Jimdo GmbH, Philadelphia: US Country Manager.
- Localization of SaaS product and company website
 - Public Relations: preparation of press releases for feature launches, developing relationships with press contacts
 - Development and analysis of online marketing campaigns
- 06.2006 – 12.2008 Untours Inc., Philadelphia: Social Network and Travel Specialist

- Concept development, implementation, and community management of customer web-based social network
- Customer care in all phases of travel planning
- Coordination with domestic and international partners
- Editorial and graphic design of travel guides

01.2006 – 05.2006

Asian Arts Initiative, Philadelphia: Intern

03.2005 – 08.2005

Youth for Understanding e.V., Hamburg: Inbound Program Intern

Education

09.2002 – 06.2006

Swarthmore College, Swarthmore, PA: German Studies

09.2004 – 08.2005

Universität Bremen: Dickinson-in-Bremen Exchange Year

08.2001 – 07.2002

Gymnasium Papenburg, Youth for Understanding: Congress-Bundestag Youth Exchange Scholarship Recipient

09.1997 – 06.2001

Northville High School

Languages

English:

Native

German:

Fluent (written and spoken)

Chinese (Mandarin):

Conversational

Skills

- Career and organizational development
- Intercultural communication
- Social media management (Buffer, Hootsuite, Sprout Social)
- Microsoft Office & common equivalents (Apple, OpenOffice)
- Basic graphics editing (Adobe, Pixelmator)
- Routine SQL queries
- Google Analytics
- Wordpress
- Some CSS/HTML

Personal Interests

Blogging, photography, cinema, urban design

Associations

Democrats Abroad Berlin: Media & Communications Officer

References

References available upon request