
Profile

Bilingual Marine Science Postgraduate and Certified Content Marketer Pursues a Career as a Marketing Strategist for Online Brands & Digital Publications.

Education

- 2005–2007 **MSc. Aquatic Tropical Ecology**, *University of Bremen*, Germany.
Thesis: Spatial and temporal patterns of the whale shark *Rhincodon typus* in Golfo Dulce, Costa Rica.
- 2000–2003 **BSc. Hons. Marine and Freshwater Biology**, *University of Wales, Aberystwyth*.
Thesis: Size Determination of Iso- and Amphipods as a Result of Natural and Sexual Selection.

Work

- September 2021–
Now **Content Marketing Manager**, *SRH University of Applied Sciences*, Berlin, Germany.
Content Strategy to increase student intake. I introduced corporate-wide SEO-optimization and segmented inbound marketing automation to heighten search visibility and improve the quality of lead generation.
- February 2021–
August 2021 **Sr. Content Marketing Manager**, *ABB Emobility*, Berlin, Germany.
Content Strategy incl. Persona Research & Keyword Analysis, Editorial Calendar, and Distribution Plan. Concept and Setup of Website & Blog. UX Copy.
- July 2018–
July 2020 **Content Marketing Manager & Strategist**, *Sellics (Saas/B2B)*, Berlin, Germany.
Accountable for German and English content from marketing material to UX/UI. Strategic and SEO-optimized blog articles to help Amazon sellers maximize their success. I streamlined the sales funnel for high-tier customers by developing buyer personas and a content strategy driven by analyses with Google Analytics and Ahrefs. I worked closely with performance marketing to increase CVR by testing pages with Hotjar and Unbounce. I upscaled the content process efficiency by introducing and cultivating standardized workflows, including quality assurance, and by establishing and maintaining a content pipeline and archive. Responsible for the design and KPIs of the bimonthly newsletter (particularly during the coronavirus pandemic). Community engagement with daily social media posts and blog comments.
- July 2014–
July 2018 **Copywriter, Editor, and Translator**, *Freelance*.
Original copy and translations for scientific research centres & B2B Tech companies in German and English, including SEO optimization. I developed brand voices and communication guidelines, created facebook ads and product descriptions, edited books, and wrote blogs and email series. Prominent clients included the insurtech startup Coya AG and AWI, the Alfred-Wegner-Institute for polar and marine research.
- July 2010–
July 2014 **Internal Communication**, *GFZ German Research Centre for Geosciences*, Potsdam, Germany.
Responsible for the reorganisation and restructuring of the website. Concepts for the use of social media in external communication and for social network structures in the intranet. Editing, research, layout, graphics, desktop publishing, and journalistic writing of the bimonthly GFZ staff magazine. Translation and proofreading of English texts for a public audience (e.g. books, press releases, brochures).
- Feb. 2009–
Apr. 2010 **Editor & Liaison Assistant**, *GEOMAR – Helmholtz Centre for Ocean Research*, Kiel, Germany.
Development of marketing material for SUGAR, a government-funded research project for the exploration, mining, and transport of submarine gas hydrates. My responsibilities also included the development and management of contact and media databases, re-design, and maintenance of the SUGAR website, preparation and follow-up of travels and workshops, soliciting of prospective research partners, and the design, research, and creation of a quarterly printed newsletter in English.

Internships

- Jan 2016–
April 2016 **Content Writer**, *betahaus Berlin*, Berlin, Germany.
Social Media management. Writing and editing blog posts. Producing videos and images.

- Sep. 2006–
Oct. 2006 **Copy Editor**, *WWF*, Bremen, Germany.
Preparation of scientific literature for publication. Responsible for grammar, spelling, and technical language in a document promoting the development of marine protected areas in Cape Verde.
- August 2005 **Research Assistant**, *BBC*, London, UK.
Research for the family psychology program 'Little Angels'. Time logging of videotapes with responsibility for content. Organisation and transport of equipment and materials to and from the set.

Voluntary Work

- Oct. 2006–
Apr. 2007 **MSc. Fieldwork**, *CIMAR*, Osa Peninsula, Costa Rica.
Design and implementation of a pilot study in a remote region. I used interviews and active searches to assess the general population status of whale sharks in a tropical fjord. Processing of spatio-temporal data with ArcGIS to display size and behaviour distributions. Conducted fundraisers in an upscale eco-lodge.
- July 2005–
Aug. 2005 **Volunteer**, *Atlantic Whale Foundation*, Tenerife, Spain.
Design and preliminary testing of an acoustic project with wild dolphins. Production of a manual and tutorial video for volunteers, as well as a printed guide for tourists on the whale watching boats. Identification photography.

Special Training

- 2019 **Content Marketing Certification**, *Smart Blogger*, Jon Morrow.
Specialization in on-page SEO, state-of-the-art ranking methods, and outlining practices
- 2013 **Facilitation Training**, *pundp Managementtraining*, Helmholtz Centre Berlin.
Preparation and conduct of meetings, facilitation methods, resolving conflicts
- 2011 **Media Training**, *AleksMedienTraining*, GFZ Potsdam.
On-camera interviews, communication between science and media, use of persuasive rhetorical methods.
- 2011 **Journalistic Writing**, *Medienbüro*, Hamburg.
Intensive course in the theory and practice of professional writing of news, stories, reports, and press releases.
- 2008 **Advanced Training in ArcGIS 9**, *Medienakademie cimdata.de*, Berlin, Germany.
Three-month intensive course in ArcGIS and various extensions relevant for environmental applications.
- 2007 **International Sportboat Licence**, Bremen, Germany.
- 2005 **PADI Open Water Certificate**, Tenerife, Spain.

Projects/Extra-curriculars

- 2008–2009 **Documentary film**, Java, Indonesia.
Planning, execution and post-production of a broadcast-quality film documenting the work of the people involved in the SPICE II Project.
- 2007 **Shark Fishery Census**, *PRETOMA*, Golfito, Costa Rica.
Collection of vital data of landed sharks
- 2007 **Bosque del Cabo**, *Fundraising*, Osa Peninsula, Costa Rica.
Preparation and execution of an informative and relaxing pre-dinner presentation on the current global conservation status of the whale shark.

Computer Skills

layout	indesign, illustrator	cms	wordpress, typo3, contenido, joomla
video & image editing	premiere, photoshop, lightroom	office	GSuite, ms office. windows & mac
project management	hubspot, monday, clickup, jira	analytics	ahrefs, google analytics & search console

Languages

English	native	German	native
Spanish	conversational	French	basic