

WORK EXPERIENCE

02/2015 - present:

Cascade Microtech GmbH, Thiendorf, GER

Marketing & Communication

Full-time employment

Reference: Dr. Botho Hirschfeld

- Main responsible person for the marketing in Europe
- Constant collaboration with the Marketing & Communications Team in the US
- Creation of all marketing documents in Adobe Photoshop, Illustrator and InDesign (CS5.1)
- Organization and holistic management of large events, such as EMEA Sales Training, Innovation Award and Company Anniversary
- Creating and maintaining brochures and flyers in English
- Taking pictures of products and equipment, as well as photo retouching
- Maintenance of the websites in collaboration with the Webmaster in the US (Typo3)
- Creating and modifying of technical video tutorials (Adobe Premiere Elements) and technical customer documents (Configuration Guide, Facility Planning Guide)

09/2013 – 01/2015:

Cicor RHE Microsystems GmbH, Radeberg, GER

Marketing & Communication

Full-time employment (temporary contract)

Reference: Suzanne Gräser-Bieri, Uwe Schindler

- Main responsible person for the AMS Division (5 sites in Germany and Switzerland)
- Comprehensive organization and on-site support for trade shows
- Marketing controlling with budget responsibility
- Online and inbound marketing
- Operational support for the sales (e.g. mailings, active customer approach)
- PR, internal and external communication in German and English (esp. with prospects, customers and associations)
- Implementation and support of all social media channels
- Constitution and publication of technical articles in collaboration with technologists
- Procurement and design of giveaways, office equipment, brochures etc.
- Creation and implementation of the website content (TypO3)
- Assisting in the implementation of the e-learning platform, as well as preparing the required content
- Assisting in creating a new marketing concept for the whole Cicor Group

- 03/2013 – 08/2013:** **Cicor RHe Microsystems GmbH, Radeberg, GER**
Marketing & Communication
Internship
Reference: Suzanne Gräser-Bieri
- Organization and on-site support for trade shows
 - Assisting in the implementation of the e-learning platform, as well as preparing the required content
 - Online and inbound marketing
- 09/2012 – 02/2013:** **Airbus Group (EADS) Elbe Flugzeugwerke GmbH, Dresden, GER**
Human Resources Development
Internship
Reference: Dorit Rönsch
- Organization of extensive advanced training measures
 - Personnel management due to performance assessments and target agreements
 - Human resources marketing and applicant management
 - Maintenance of personnel and time recording data via SAP/HR
 - Assisting in the drafting of new company agreements
 - Carry out extensive calculations via MS Excel
 - Design of presentations in German and English
 - Assisting in implementing of a large employee health campaign
 - Organization of events like the EADS Interns Day
- 06/2009 – 09/2012:** **Barmenia Versicherungen a.G., Dresden, GER**
Insurance and Financial Advisor
Part-time job
- Customer care
 - Customer acquisition
 - Proposal preparation and processing quotations
- 08/2011 – 09/2011:** **Thüringische Weidmüller GmbH & Co KG, Wutha-Farnroda, GER**
Production Assistant
- Processing electrical connectors, especially COSA cable assembly
 - Very versatile work effort
- 06/2006 – 07/2006:** **Phoenix Mecano Digital Elektronik GmbH, Wutha-Farnroda, GER**
Production Assistant
- Assembly of PCBs in compliance with ESD
 - Assembling electronic components
 - Filigree works

EXTRACURRICULAR ENGAGEMENT

- 07/2013 – 10/2013:** **Faculty of Business and Economics
Dresden University of Technology, GER**
Project Work
Reference: Dr. Uta Schwarz
- Design and shooting of the movie
 - Writing the screenplay and skript
 - Organization of all aspects of the shooting
- 11/2010 – 11/2012:** **Interessengemeinschaft Börse e.V., Dresden, DE**
Vice Chairwoman of an Association
- Management and representation of an association for the strengthening of the stock exchange culture in Dresden and surroundings
 - Organization of major events, lectures, presentations and trading days
 - Full marketing (social media marketing, inbound marketing, classic marketing)
 - Originate own course “Börsenführerschein” for the Dresden University of Technology and Volkshochschule e.V.
 - Taking part in trading competitions at a European level
 - Maintenance of website and Facebook account
 - Graphic design of: Exhibition wall, banner, flyer, posters, website, logo
- 04/2011 – 09/2012:** **Bundesverband der Börsenvereine an deutschen
Hochschulen e.V. (BVH), GER**
BVH Consulting Association
- Member of the consulting department of the umbrella association of all German booksellers associations
 - Support for setting up a bookseller association in Germany
 - Management support of member associations
 - Organization of meetings and conference calls
- 04/2012 – 07/2012:** **Business Plan Seminars
Dresden University of Technology, GER**
Project Work
- Creation of a complex business plan for the start-up company DevBoost GmbH (software modernization)
 - Creation of a marketing plan for the company Kodira UG (mobile app development)
- 05/2011 – 07/2011:** **University of Applied Sciences (HTW), Dresden, GER**
Project Manager for Internal Communication
Social Media Communication
- Project management and project supervision
 - Development of a company-specific social media strategy
 - Presentation of the implementation options

SPECIAL KNOWLEDGE

▪ German	Native Speaker
▪ English	Business fluent, Certificate of Dresden University of Technology (English B2+), grade: 2.2
▪ French	basic knowledge
▪ Russian	basic knowledge
▪ Arabic	basic knowledge
▪ Presentation applications (e.g. MS Power Point)	very good knowledge
▪ Word processing (e.g. MS Office)	very good knowledge
▪ Spreadsheet calculation (e.g. MS Excel)	good knowledge
▪ MS Project 2010	basic knowledge
▪ Graphic applications	good knowledge
▪ Adobe Photoshop CS5.1	very good knowledge
▪ Adobe Illustrator CS5.1	very good knowledge
▪ Adobe InDesign CS5.1	good knowledge
▪ CMS (TypO3 / WordPress)	good knowledge
▪ JavaScript	basic knowledge
▪ HTML / PHP	basic knowledge
▪ SAP R/3	good knowledge, Certificate of Dresden University of Technology, grade: 2.3

HOBBIES

▪ Painting	Acrylic on canvas
▪ Cooking	With friends and family
▪ Sport	Soccer Gym Jogging with friends

OTHER

▪ Driving licence	Class B
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