

.|. PERSONAL INFORMATION

Born: September 05, 1967 in Cologne, Germany
Nationality: German

.|. OBJECTIVE

Direct Marketing, Online-Marketing, Product Marketing, CRM-Management

.|. PREVIOUS FUNCTIONS

Direct Marketing Specialist, Community Manager, Online-Editor, Product Manager, Senior Marketing Manager Europe, Business Development Manager

.|. EXPERIENCE

since December 1, 2006 **allesklar.com AG**, Siegburg

- Strategic enhancements of sales areas Advertising & Cooperations, Listing and Job Market
- Management and coordination of company-wide projects
- Sales Marketing

December 1, 2005 – November 30, 2006 **Lycos Europe GmbH**, Guetersloh
Senior Marketing Manager Webhosting Europe

- Budget accountability and responsibility for all marketing activities of the business unit Webhosting in UK, France, The Netherlands, Germany, Sweden, Spain and Italy
- Online and Offline Marketing, Search Engine Marketing, Affiliation Programs, Partner Marketing, Cooperation and Portal Integration

August 1, 2005 – November 30, 2005 **Freelance Translator**, Munich

- Translation of travel guides Lonely Planet 'India', 'USA', 'New Zealand' and 'South America' from English to German.

August 07, 2004 – July 31, 2005 Maternity leave

January 01, 2004 – August 06, 2004 not employed

May 01, 2003 – December 31, 2003 **Yahoo! Deutschland GmbH**, Munich

Product Manager Consumer and Network Services (CNS)

- Product-Responsibility and accountability for mail, messenger, companion and 19 other community-products
- Management of the Business Unit CNS Germany with two employees

August 01, 1999 – April 30, 2003 **AOL Deutschland Online GmbH**, Munich

Community Manager and Online-Editor

- Development and maintenance of the community area for CompuServe.de
- Conception and implementation of the customer relationship program with newsletters and event-emails
- Online-editor for the portal www.compuserve.de, the entertainment and the community-pages

October 01, 1998 – July 31, 1999 **AOL Deutschland Online GmbH**, Munich
Direct Marketing Specialist CompuServe

- Development and coordination of all direct marketing activities for CompuServe
- Coordination of external advertising agencies and service providers
- Success control of the implemented direct marketing activities
- Conception of DRTV-spots together with external agencies

February 01, 1995 – September 30, 1998 **Reader's Digest Deutschland**, Stuttgart
Junior Product Manager General Books/CD-ROM

- Implementation and coordination of operative marketing plans for direct mail
- Coordination of premium-gift usage among all product lines
- Planning of market research activities and coordination with other Reader's Digest subsidiaries
- Marketing supervision of the task-force „CD-ROM“, development of the product catalog, product selection and purchasing

August 06, 1994 – January 31, 1995 **Isobar GmbH**, Essen
Sales Assistant

- Conception and control of marketing measures, development of product presentations for CAD software
- Realization of telephone marketing activities

.|. EDUCATION

WS 1990/91 – SS 1994

Studies of Economics, University Essen

Emphasis: Marketing, Organisation & Planning, Statistics

Dissertation: "Methods and Models of population dynamics" at the faculty of Statistics

Degree: Diplom-Kauffrau

SS 1988 – SS 1990

Studies of Economics at the Philipps-University Marburg

Degree: Vordiplom Betriebswirtschaftslehre

.|. UNIVERSITY-RELATED EXPERIENCE

WS 1991/92 – WS 1993/94

Tutor at the faculty of Statistics at the University Essen

.|. ADDITIONAL ACTIVITIES

October 17./18. 2002 and November 10./11. 2003

Speaker for the Open Directory Project (<http://www.dmoz.org>) at the "**Search Engine Strategies**" congress in Munich

2003

Representative of Yahoo! Deutschland GmbH at the **Anti-Spam-Task-Force** in Karlsruhe

March 27, 2007

Speaker for allesklar.com AG at the "**Search Engine Strategies**" congress in Munich

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.|. LANGUAGES

Business-fluent **English** in writing and speech
Fair knowledge of **Italian** in writing and speech
Basic knowledge of **Spanish** and **French**

.|. COMPUTER SKILLS

Profound knowledge of all **MS-Office** programs (Excel, Word, PowerPoint, Outlook)
Good knowledge of WordPerfect, Lotus Notes, cc:Mail
Unix-user-knowledge
HTML-programming (<http://www.doroundjuergen.de>)
Basic knowledge of **Java Script**