CURRICULUM VITAE

MARIE HELLWEG

CIM Qualified Marketer

"I believe good marketing is made of passion and technical knowledge, as well as the confidence to test and learn. As a data driven and creative marketer I am working strategically, whilst focusing on the customers and their pain points. I am highly organised and self-motivated, which enables me to develop and successfully deliver marketing plans, including ROI orientated campaigns. I connect quickly with people and adapt easily to new situations."

WORK EXPERIENCE

MARKETING MANAGER   Apr 2018 – ongoing

JET PRESS Limited · **Supplier of Engineered Solutions** · *Nottingham, UK*

· Strategically developing the marketing plan, by assessing the current situation (market trends, competitors) to establish the best way to answer to customer needs.
· Planning, delivering, and adjusting campaigns targeting identified personas.
· Working with HubSpot to deliver campaigns & create converting customer journeys.
· Lead nurturing and marketing automation (started).
· Managing workload for marketing team (Assistant, Content Writer, Interns).
· **Inbound Marketing**: Content plan, POEM, content grouping, PPC (Google, Shopping, YouTube / LinkedIn), trade magazines, online platforms.
· **SEO** (Part of Inbound): Website optimisation (UX, Content, Tracking), Keyword planning and optimisation using Google Tools (Search Console, Analytics, Ads, Trends), Backlinking

"Through optimizing the website content for SEO I was able to improve the organic website traffic by 15% within three month, which lead to an increase of Sales enquiries by 10%."

MARKETING CONTENT DEVELOPER   Aug 2017 - Mar 2018

JET PRESS Limited · **Supplier of Engineered Solutions** · *Nottingham, UK*

· Creating content for the German website and magazines.
· Creating marketing materials with Adobe tools (Photoshop, Illustrator, InDesign, Video).
· Market research and analysing data.

PROJECT MANAGER   Sep 2015 - Jul 2017

EVS Translations · **Translation Company** · Nottingham, UK

· Being able to work in a fast-paced environment and deliver to tight deadlines.

· Leading an in-house house team of 8 translators and proofreaders.

· Strong organisational skills and a technical mind to manage single-language and complex multilingual projects with various formatting requirements.

"Through my focused manner and experience I successfully delivered a high-quality translation of 10.000 words from Dutch into English within three days, involving four freelance translators and one in-house proof-reader. I also hit a profit margin of 50% for this project."

EVENT MANAGER   Feb 2014 - Apr 2015

Die Weberei · **Event Venue | Cultural Centre** · Gütersloh, Germany

· **Event management:** Concerts, readings, corporate events and parties.

· A clear and confident manner to guarantee the success of the event.

· **PR management:** Planning and executing | Networking with press members.

"Within two weeks my team and I planned and successfully delivered a sold-out concert for the famous German band 257ers. This event was followed by a very positive press resonance."

EDUCATION

Diploma · CIM | **The Chartered Institute of Marketing**   **2018-2019**
Digital Marketing · Level 6 · Digital Marketing, Strategy, Metrics

Bachelor of Arts · University Siegen, Germany   **2009-2013**
·Literature, Cultural, Media | Economics & Marketing

OTHER SKILLS | EXPERIENCES

LANGUAGES: German Mother tongue · **English** Fluent · **French** Conversational level

MARKETING SKILLS & TOOLS

· **SEO**: Website optimisation, Keyword research, Backlinking

· **Google Tools**: Analytics, Ads, Search Console, Tag Manager

· **Social Media Marketing:** Facebook Business Manager, LinkedIn Advertisement

· **HubSpot**: Good theory - proficient | **MailChimp** Newsletter – strong proficiency

· **Adobe**: Photoshop, InDesign, Illustrator, After Effects (Video Editing) – strong proficiency

· **CMS:** Redaxo, WordPress, .NET | **HTML formatting** – strong proficiency

· **Microsoft Office:** Word, PowerPoint, Excel – strong proficiency

Au Pair · France, Paris   **2008 – 2009**

References available upon request.