



KLAUDIA WICHMANN

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EDUCATION

Master of Arts in International Business Management

Hochschule Bochum (GER)
Mrz 2015 - Aug 2017

Focus on Marketing
Thesis: Lean Startup as a chance to start a business

Master / semester abroad

University of Otago, Dunedin (NZ)
Feb 2017 - Aug 2017

Focus on Digital Marketing,
Leadership and Sustainability in
Organizations

Bachelor of Arts in Business and Tourism Management

Internationale Berufsakademie Bochum (GER)
Oct 2011 - Sep 2014

Focus on Tourism and general
Business Administration
Thesis: Neuromarketing in the
Tourism Industry

LANGUAGE SKILLS

German Native speaker
Polish Native speaker
English Fluent (C2)
Spanish Intermediate (B2)

WORK EXPERIENCE

Head of Brand Management

Glow25 (GER) | Jul 2021 - Nov 2023

- Creating Communication guidelines
- Salesfunnel design (sales pages with WordPress + click funnel, email marketing)
- Forecast + analysis of sales (retention & loyalty)
- Support of the project development team
- Brand direction + copywriting for influencer, UGC, VSL, as well as advertorial marketing
- Responsible for the vision of the Glow25 brand
- Project management incl. agency support

Lecturer for Online Marketing

WBS Training Akademie (GER) | 2019 - May 2021

- Teaching Online Marketing & Marketing Basics in a fully remote learning-environment
- Practical exam of the students in form of a marketing concept presentation
- Topics: Social Media + Ads, YouTube, SEO, sales psychology, newsletter marketing

Online Marketing Strategist & Consultant

Freelance | since 2018 - Jul 2021

- Consulting for solopreneurs and small business owners on first steps in Online Marketing
- Workshops in Social Media Ads (Facebook & Instagram)
- Support in creating strategies for their business (websites and social media)
- Goal setting and milestone optimization
- Matching of freelancers where necessary

Online Marketing Freelancer

Freelance | since 2017 - 2018

- Content creation and/or care of social media (Facebook, Instagram, Pinterest, LinkedIn)
- Preparing, writing & sending (sales) newsletters
- Care & optimization of SEO Blogarticles
- WordPress Webdesign
- Podcast Production
- Support in customer relationships

Marketing Assistant

Makasa GmbH | Sep 2017 - Jan 2018

- Writing Newsletters + creating NL concepts
- Strategies + testing which channels work best
- Writing Blog Articles incl. marketing

Junior Project Developer

into solutions | Mai 2016 - Jan 2017

- Business Development (incl. Business Model Canvas) through deep interviews
- Testing ideas with Design Thinking methods
- Analysis of target audiences