



VANESSA ROSENTHAL

DIGITAL STRATEGIST

CONTACT

Vanessa Rosenthal

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PROFILE

Having worked in a digital agency for over four years, I had the pleasure to work in innovative teams and design brilliant ideas that drive change and growth across industries and societies. The most important thing for me is to "create what sets your heart on fire". I choose to bring passion and drive with me in every project and hope you find this reflected in my application.

SOCIAL

 Instagram

 LinkedIn

 Blog

EXPERIENCE

LEAD OF MARKETING AND TECHNICAL DEVELOPMENT

COME2COACH, START-UP BY MARKENKONSTRUKT

// 2014 - 2016

Coaching platform and mobile app focused on live-webinars for customer-to-customer offerings. See: www.come2coach.de

- Managed concept creation, launch and growth management of pilot platform, blog and mobile application and led a cross-functional team of design and development.
- Led the strategy and execution of brand communication and media production in collaboration with external agencies, freelancer and influencer.
- Increased brand awareness through plan and execution of cross media campaigns reaching 10.000 monthly user via email, print, social media, SEA and events.
- Developed business development strategy for advertising and location partner.
- Secured 80 coaches through relationship management.
- Selected as Keynote speaker at national events and universities.

PROJECT MANAGER

MARKENKONSTRUKT, DIGITAL AGENCY

// 2014 - 2016

Led cross-functional teams in marketing, communication and digital client projects across agriculture, energy, food, health care and tech industries.

- Developed product strategy for chocolate brand "Schokovital": Involved with market research, branding, product marketing and acquisition to scale a chocolate patent into a white-label-solution for investors and chocolate firms.
- Product Management of touch interface software "pi TOUCH®": designing client applications, conducting workshops, creating communication strategies.

TOOLS & SKILLS

Asana, Slack: project management

Dashboard data analysis + reporting

Google AdWords + Analytics

Jira: ticketing system for software development

Keynote: visualizing data + ideas

Sketch: prototyping

WordPress: website development
+ content management

CERTIFICATES + TRAININGS

EY Consulting Challenge

Google AdWords

Google Online Marketing

HubSpot Academy Inbound Marketing

INTERESTS



Piano player since 1999 inspired by artists like Ludovico Einaudi.



Playing tennis to enjoy the sun and stay fit.



Huge fan of audio books, currently listening to Elon Musks biography.



Enthusiastic to explore new places and go to events about design, digital and innovative business ideas.



Favorite spots in London are the design museum, Google Campus, the Hoxton in Shoreditch and GA.

JUNIOR PROJECT MANAGER MARKENKONSTRUKT, DIGITAL AGENCY

// 2011 - 2014

Assisted Senior Managers and managed SME clients by developing communication materials for print and online as well as digital experience designs for websites and touch interface applications for retail, travel, and real estate industry projects.

EXTRA CURRICULAR ACTIVITIES

CO-FOUNDER & PRESIDENT MARKETING CLUB LONDON HULT INTERNATIONAL BUSINESS SCHOOL // OCT 2016 - PRESENT

Organization of events, workshops and international challenges to connect students with industry experts and alumni. Established a membership base of 150 + and an international network from London to Boston and San Fransisco.

GLOBAL AMBASSADOR HULT INTERNATIONAL BUSINESS SCHOOL // OCT 2016 - PRESENT

- Reported live from corporate events with Airbnb, Spotify and Unilever.
- Created articles, videos and pictures to share student and academic life experiences.
- Organized and led students on an expanded tour of school campus.

EDUCATION

MASTER IN INTERNATIONAL BUSINESS HULT INTERNATIONAL BUSINESS SCHOOL, LONDON // EXPECTED AUG 2017

- Dean's list student
 - Partook in rotation program to Boston and San Fransisco.
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BACHELOR IN INTERNATIONAL BUSINESS AND MARKETING INTERNATIONALE BERUFSAKADEMIE, FREIBURG (GER) // 2011 - 2014

REFERENCES

Yannic Tremmel
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