

Curriculum Vitae

- 05/2012 - today **IZA – Institute of Labor Economics**, Bonn, Senior Event Manager
360° event planning, roll out and evaluation of International scientific/academic workshops and conferences. Company's language: English; Event/Field/Communication Marketing; CMS operation; staff delegation; VIP/client/participant relations management; budgeting; press stand supervision. Highlights: "9th IZA/World Bank Conference" (Lima, Peru), "Hellenic Innovation Forum" (Athens, Greece), "7th IZA/World Bank Conference" (New Delhi, India), "24th EALE Conference" (World Conference Center, Bonn).
- 09/2006 - 04/2012 **Red Bull Deutschland GmbH**, Düsseldorf, Student Brand Manager
Brand-, Guerilla-, Live- und Salesmarketing: Trend-scouting, market analysis, PR, branding, sampling, sponsoring. Event management: organization, concept development, budgeting, administration/ coordination, staff delegation, implementation, debrief. Highlights: "Rock am Ring" 2008-11 project assistance, "Red Bull Gravity Challenge" event manager.
- 07/2011 - 08/2011 **BORKUM OPEN / b.fit**, Borkum, Eventmanager
Coordination and implementation of framework program: promotional activities, staff delegation, various live performances. Highlight: Award ceremony with Gerhard Schröder (Bundeskanzler a. D.).
- 12/2009 - 04/2012 **Oliver Schrott Kommunikation GmbH**, Cologne, Freelance
Automotive infotainment and audio systems, research and presentation: BMW Group "Mini in Concert" Roadshow, Daimler AG "AMG Performance Tour", Harman Kardon Competitor Research, Navigation in Entry Class automobiles, Audi MMI, Sales Organization of German automobiles, NAIAS, R&D staff Europe.
- 09/2004 - 09/2006 **Red Bull Deutschland GmbH**, Düsseldorf, Freelance
Project assistance "Terremoto Festival" 2003, "Rock am Ring" 2002, artist-lounge relations, event build-up and dismantling, bartender supervision.
- 03/2004 - 04/2004 **University of Mining & Technology**, Xuzhou, Jiangsu/China, Internship
College of Education: German course in culture and language – Chinese student exchange program (University of Duisburg-Essen).
- 08/2001 - 05/2002 **Nachbarschaftliche Hauskrankenpflege**, Mülheim/Ruhr, Community Service
Nursing, cleaning, grocery shopping.
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Education

04/2017 - 05/2017	Online-Marketing-Manager (IHK) , Germany
10/2002 - 04/2012	University of Cologne , Germany Diploma in Regional Studies China Business Administration: Marketing and Brand Management (Prof. Völckner) Business Psychology (Prof. Fetchenhauer) Sinology: Chinese Language (read, write and speak) Modern China Studies : Law, culture, social sciences, history, literature Thesis: Dirty Surplus Accounting – Presentation of International Accounting Standards and Systematization of Descriptive Empirical Findings (Prof. Sievers)
08/2004 - 08/2005	Xiamen Ocean University , Fujian/China DAAD Scholarship (Deutscher Akademischer Austausch Dienst)
08/1992 - 05/2001	Karl-Ziegler-Gymnasium , Mülheim/Ruhr, Germany Abitur (High School Diploma)
08/1998 - 08/1999	Wallkill Senior High School , New York/USA Student exchange program

Skills

Windows, Android, IOS (<i>excellent</i>)	Languages:
Microsoft Office/Lotus Notes (<i>excellent</i>)	German (<i>native</i>)
CMS/Database (<i>excellent</i>)	English (<i>fluent</i>)
SEM/SEO/SMM (<i>working</i>)	Chinese (<i>elementary</i>)
HTML (<i>working</i>)	Spanish (<i>elementary</i>)
Paint.Net/gimp/Guntter (<i>working</i>)	Latin (<i>elementary</i>)

Interests

Digital and technical innovations, soccer, volleyball, scuba diving, golf, Team sports, books, traveling, Asia, photography, cooking, home improvement.