

# ROSA PIA SCHMIDT JR. MARKETING MANAGER | STUDENT

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## CONTACTS

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## WORK EXPERIENCE

- 09/2017 - present ● **INTERN MARKETING & COMMUNICATIONS at wtec Inc.** 📍 Silicon Valley
  - Redesigned the US-Office within the scope of Corporate Design
  - Created parts of the Corporate Identity Guide
  - Developed marketing material, supporting sales (North American market)
  - Responsible for Social Media / Community Management
  - Introduced Slack (communication tool) to improve communication within the US-team
- 10/2016 - present ● **JR. MARKETING MANAGER at wtec AG** 📍 Frankfurt
  - Worked out a Social Media Strategy for the entire company
  - Writing press releases on a regular basis
  - Creating videos for the wtec Youtube Channel
  - Worked on first steps of a modernised intranet
- 06/2017 - 08/2017 ● **INTERN SALES & MARKETING at Taunus Sparkasse** 📍 Bad Homburg
  - Created strategic concepts for series of video clips
  - Supervised implementation of short video clips (youth marketing: 16-21 years)
- 05/2016 - 10/2016 ● **ASSISTANCE SOCIAL MEDIA & CONTENT MARKETING at Beqo** 📍 Frankfurt
  - Created content for wide ranges of platforms including Facebook, Instagram and Twitter
  - Supervised and consulted new customers in Fashion, Hospitality and Medicine sectors
- 03/2016 - 05/2016 ● **SOCIAL MEDIA STRATEGIES & SALES ASSOCIATE at Samsung Mobile** 📍 Frankfurt
  - Administrated social platforms such as Facebook, Instagram, LinkedIn, etc.
  - Researched common target groups through retail sales
- 09/2014 - 07/2015 ● **SALES ASSOCIATE at ALDO shoes** 📍 London
  - Managed the accessory & handbag section
  - Worked in a highly competitive environment while ensuring high-quality service



## EXTRACURRICULAR ACTIVITIES

- Own blog „ROSA“ about my daily life, career advice, fashion inspiration and travel destinations
- Member of Marketing Club Frankfurt, Germany
- TV presenter course, London
- Schnabel medal - outstanding performances in history (A-levels)

## INTERESTS

- Fashion, Art & Culture
- Creative Marketing ideas
- Politics & Society
- Books
- Good Food, Wine and Company
- Technology



## SKILLS

Adobe Photoshop	● ● ● ● ●
Adobe Indesign	● ● ● ● ●
Microsoft Office	● ● ● ● ●
Mailchimp	● ● ● ● ●
CMS Wordpress	● ● ● ● ●
Critical thinking	● ● ● ● ●
Creativity	● ● ● ● ●
Teamplayer	● ● ● ● ●
Stress resistance	● ● ● ● ●
Goal-oriented	● ● ● ● ●
Time management	● ● ● ● ●
Verbal and written communication	● ● ● ● ●



## LANGUAGES

German (native)	● ● ● ● ●
English (fluent)	● ● ● ● ●



## EDUCATION

- 09/2015 - 07/2018 ● **COMMUNICATION MANAGEMENT | MEDIA MANAGEMENT | PR at University of Mittweida | Present achieved average 1.4** 📍 Frankfurt

In my studies, I conceptualised media strategies aiming to create a communicational basis for companies, NGO's, agencies or other. Through several courses in PR, journalism, or management my professors backgrounded with professional experience taught me the tools to make an impact on contemporary developments and to integrate into the working market.