



## CURRICULUM VITAE

### Personal Details

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[www.sunnydeys-onlineshop.com](http://www.sunnydeys-onlineshop.com)

[www.sunnydeys.com](http://www.sunnydeys.com)

### Job Objective

**Job ID**

**SENIOR CREATIVE DIRECTOR**

**DK331**

### Personal Profile

#### Experiences:

**Marketing** & Public Relations -online/offline- (**Design**, art, campaigns, websites, communication strategies), **Social Media**, **E-Commerce**, Sales, **Budgeting**, Pricing, Market Analysis, Reporting

#### Qualifications:

Working motivated and independently as well as team player, strong communication skills, customer orientation, interpersonal and analytical skills, **leading skills**, drive, impact, innovative, **creativity**, persuasive power and persistency, **operational effectiveness**, responsibility, stress resistance, **English**, French, Italian, (**fluent**), German (mother tongue) and Swedish (good)

## Employment History

- 12/2011 – today**      **Head of Branch Office Cologne** of the music support group GmbH, Cologne
- Leading the office in Cologne, sales steering, **Marketing**, organization management, development of **new business ideas**, **optimizing processes**, profit optimization, human resources planning, **generating new business contacts**, **budgeting**, sales controlling, monthly reporting
- 04/2009 – today**      **Founder** of the Media Property Larisch & Co., Berlin
- **Marketing & Public Relations** (digital and performance marketing, brochures, events, press releases, newsletter, **planning**, execution and **controlling of marketing activities**, **Social Media**, E-Commerce), market research, **business concepts**, reports, **budgeting**, sales & leasing of German properties

## Employment History

- 03/2011 – 10/2011**      **Senior Online Marketing Manager / Senior Online PR Manager** of the one by one EDV-GmbH, Berlin
- **Marketing** and **Public Relations** (online and performance marketing, brochures, events, press releases, newsletter, **planning**, execution and **controlling of marketing activities**, **commercial strategies**, Social Media / companies' **tutor for Marketing and PR themes** in Germany, Austria and Switzerland)
- 10/2006 – 10/2008**      **Marketing and Project Manager** at ORCO Project Development limited Company (ORCO Germany S.A.), Berlin
- **Marketing** (**digital marketing** and **commercial strategies**, brochures, websites, **events**, PR and **sales concepts for international projects**, agency pitches, coordination and handling of agencies, planning, execution and **controlling** of marketing activities, **budget setting** and control), market analysis, **key accounting** and monthly reporting
- and**      **Marketing and Sales Employee** at ORCO Property limited Company (ORCO Germany S.A.), Berlin
- **Marketing**, **Public Relations** and **Sales** (**marketing concepts**, brochures, websites, **events**, determination and coordination of external services, **planning**, execution and **controlling of marketing activities**) customer care, **key accounting** and **sales controlling**
- 11/2004 – 10/2005**      **Associate** at JM<sup>2</sup> Consulting limited company, Berlin
- **Reorganization of marketing and sales strategies** as well as process optimization, **creating sales guidelines**

## Education

05/2006	Diploma in <b>Business Administration</b>
10/2002 – 05/2006	<b>Final Exam in Management</b> at the Technical University Berlin <ul style="list-style-type: none"><li>▪ Fields of Specialization:<ul style="list-style-type: none"><li>- <b>Marketing</b></li><li>- <b>Executive Management</b></li><li>- Personal Management</li></ul></li></ul>
05/2002 – 09/2002	University of California in Berkeley (USA) <ul style="list-style-type: none"><li>▪ Fields of Specialization:<ul style="list-style-type: none"><li>- <b>Marketing</b></li><li>- <b>International Business</b></li><li>- <b>Financial Management</b></li></ul></li></ul>
04/2000 – 04/2002	Business Administration (intermediate diploma) at the Technical University Berlin
06/1996	School-leaving examination
07/1993 – 06/1996	Albert-Einstein-High-School (Germany, Berlin)
07/1992 – 06/1993	Carl-Albert-High-School, Oklahoma (USA, Midwest City)
07/1988 – 06/1992	Albert-Einstein-High-School (Germany, Berlin)

## Professional Qualifications

<b>Languages</b>	Native Language Skills <ul style="list-style-type: none"><li>▪ German</li></ul> Ability to Negotiate (fluent) <ul style="list-style-type: none"><li>▪ <b>English</b></li><li>▪ French</li><li>▪ Italian</li></ul> Good Language Skills <ul style="list-style-type: none"><li>▪ <b>Swedish</b></li></ul> Basic Language Skills <ul style="list-style-type: none"><li>▪ <b>Finnish</b></li><li>▪ Russia</li><li>▪ Polish</li></ul>
<b>Software Programs</b>	MS Office, Microsoft Publisher, Microsoft Project (very good) Photoshop, Photostudio, Photostitch, Coral Draw, HP Photo Creator, Magento, SPSS (very good) Windows Movie Maker, Linux, HTML, Java, 4GL (good)

## Outside Interests and Activities

<b>Sports</b>	Playing golf, tennis, going jogging and swimming
<b>Activities</b>	Visiting exhibitions, music events and meeting friends

Cologne 02/03/2013