

PROJEKTE

Löwenstraße 19 / 20251 Hamburg / 0151 2400 83 72 / sfragel@mac.com
Marketingwerkstatt.solutions



IMPORTANT MILESTONES

PROJEKTMANAGERIN / MARKETINGBERATUNG

HR-Tech Consulting, Monheim am Rhein | Mrz 2024 - Aug 2024

TECH & INNOVATIONS PROJEKTMANAGERIN

Syzygy, Frankfurt | Jan 2023 - Dez. 2023

PROJEKTMANAGERIN

Ressourcenmangel, Hamburg | Nov 2021 - Juni 2022

MARKETINGMANAGERIN

Kremerglismann GmbH, Barmstedt | Jun 2019 - Nov. 2020

PROJECTMANAGERIN / COMMERCIAL AGENT FASHION

Faschinistas, Hamburg | Mai 2013 - Jun. 2016

AREA MANAGERIN, GERMANY NORTH

Saint Tropez, Denmark | Jul. 2016 - Aug. 2017

PRODUCERIN

Ogilvy & Mather, Los Angeles | Juli 2004 - Okt. 2008

KUNDENBERATERIN / PROJEKTMANAGERIN

Hagenhoff und Graef, Osnabrück | Dec 2000- Dec. 2002

KONZEPTIONERIN

Otto Versand, Hamburg | Jan. 1992 - Dez. 1994

PRODUKTIONERIN

Knopf, Nagli, Schankenberg, Hamburg | Okt. 1990 - Dez. 1991

ABOUT ME

PROFESSIONAL EXPERIENCES

over 30 Years

PROFESSIONAL EXPERIENCES ABROAD

7 Years

LANGUAGES

German

English

SKILLS

- Responsible
- Reliable
- Organised (timing/budgets)
- Able to work independently
- Team player
- Creative
- Innovative
- Flexible
- Able to grasp things quickly

PROFESSION

- Project Manager On- und Offline
- Marketing Manager
- Producer (FFF)
- Consulting
- Creative Producer
- Sales

COMPUTER

MAC and PC

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FREELANCE

PROJECT MANAGEMENT / CONSULTING

HR-Tech Consulting, Monheim am Rhein | March 2024 - Okt 2024

- Organising and restructuring the marketing department into an inbound structure, including implementing a revenue team
- Applicant management (conducting and evaluating interviews/recommendations)
- Organising and planning the trade fair appearance
- Annual planning of marketing activities
- Budget planning according to annual planning
- Development and creation of the monthly content planner
- LinkedIn campaigns (concept development, implementation planning and evaluation)
- HP maintenance and new implementation of further modules
- Creating content for LinkedIn posts
- Collecting topics and creating blog posts

TECH & INNOVATIONS PROJECT MANAGER

Szyggy, Frankfurt | Jan. 2023 - Dec. 2023

Client: Mercedes-Benz / AMG und G-Class

- Project management - strategy (website -> integration of a new customer loyalty tool)
- Customer support
- Timing coordination as well as coordination of all stakeholders
- IT coordination (tasks / documentation)
- Creation support and organization (Agile / Kanban)
- Conception/architecture of landing papers (AEM modular system)

PROJECT MANAGEMENT / CONSULTING

HR-Tech Consulting, Monheim am Rhein | Dec. 2022

- Organization and structuring of the marketing and advertising department
- Research of appropriate organization tools for daily use
- Setting up organization tools and instructions for use
- Annual planning of advertising activities
- Budget planning according to annual planning
- Set-up and preparation of annual content planner

TECH & INNOVATIONS PROJECT MANAGER

antwerpes ag, Köln | Aug. 2022 - Nov. 2022

Client: Bristol Myers Squibb

- Project management
- Customer care
- Timing & Budgeting
- IT team organization / Jira & Smartsheet
- Website content maintenance in AEM

PROJECT MANAGEMENT

Ressourcenmangel, Hamburg | Nov. 2021 - Jun. 2022

- **Client: VEGA**
 - Customer care
 - Timing & Budgeting
 - Creative team organization
 - Employee event supplies (posters/flyers/APP-image/ T-shirt/sweater...)
 - CI - revision
 - Corporate film
 - Customer product folder
 - Revision of trade fair stand concept/optics
 - Concept advertising material selection / deployment / distribution
- **Client: InstaMotion**
 - Customer care
 - Timing coordination
 - Creative Team organization
 - Campaign layout development
 - Producing - TVC - Concept / Realization / Budgeting / Timing
- **Client: SUBWAY**
 - Customer care
 - Timing coordination
 - Creative team organization
 - Social media production of video and photo content
 - Online ads coordination
 - Producing - video content for all common online channels
 - Instore radio / content
 - Intranet content

PROJECT MANAGEMENT

Scholz & Friends, Berlin | Jul. 2021 - Sep. 2021

- **Client: Vitesco Technologies Group AG**
 - Employer branding - online and offline advertisements
 - Photo shoot support and organization
 - Post production
 - Timing & Budgeting
 - Creative team organization
 - client care
- **Client: Mercedes-Benz Trucks**
 - Supervision of the creative team for presentation preparation

PROJECT & MARKETING MANAGEMENT

Südwestdeutsche Philharmonie, Konstanz | Sep. 2021 - May 2022

- Social media editorial plan for the 21/22 season
- Create content
- Image editing / film editing
- Text / research and creation
- Scheduling (Hootsuite)
- Planning, creating and budgeting social media campaigns

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PROJECT & MARKETING MANAGEMENT

RebelUnion GmbH & Co. KG, Hamburg | Jan. 2021 - current

- Create social media 1/2 year editorial plans
- Create content
- Photo and film shoot planning and implementation
- Image and film editing
- Text -> research and writing
- Scheduling (Hootsuite)
- Planning, creating and budgeting social media campaigns
- Scheduling, budgeting and implementing online and offline marketing campaigns
- Create and mail newsletters (Cleverreach)
- Support and evaluation of marketplaces with the support of Go Jungo
- Website support

JOBS

MARKETING MANAGEMENT

Kremerglismann GmbH, Barmstedt | Jun. 2019 - Nov. 2020

- Creation of VKF flyers / posters (monthly and industry partner campaigns)
- Concept development and implementation of various marketing measures
- Specialty store design and implementation (promotion and consultation areas)
- Continuous development of content and implementation of Facebook posts and annual media planning with Facelift
- Content and implementation of newsletters with Cleverreach
- General image editing for e-commerce store Glismann Living / Facebook
- General procurement, coordination of advertising materials/customer gifts - Christmas planning
- General creation of info posters, self-promotion
- St. Nicholas event - conceptual idea and implementation

PROJEKT MANAGERIN, FREELANCE

Headraft GmbH, Hamburg | Jan. 2019 - Apr. 2019

- Prepping internal structures (presentation templates / offers)
- Workflow set-up with Gantt / Trello / Slack / Google Drive application)
- Social media set-up (planning and content development)
- Development and consulting of marketing strategies, as well as new customer acquisition
- Timing and budgeting (AR/VR productions)

PROJEKTMANAGERIN, FREELANCE

Lovetattootogo, Hamburg | Jan. 2018 - Nov. 2018

- Product development and pricing
- Content development for company website
- Development of new distribution channels
- Acquisition of new customers
- Creation of VKF advertising material
- Timing and budget responsibility

ONLINE MARKETING MANAGERIN / ADVANCED TRAINING

Alfatraining, Hamburg | Sep. 2017 - Dec. 2017

- Strategic planning online marketing
- content marketing
- SEA / SEO / Google Analytics
- Email marketing
- Social media marketing
- Basics: HTML/CSS, Photoshop, InDesign

AREA MANAGER, GERMANY NORTH

Saint Tropez, Denmark | Jul. 2016 - Aug. 2017

- Consulting and sales (B2B)
- Location expansion
- Analysis reports on collections
- Planning target budgets

PROJECT MANAGER / COMMERCIAL AGENT FASHION, FREELANCE

Faschinistas, Hamburg | May 2013 - Jun. 2016

- Consulting and sales (B2B)
- Location expansion
- Analysis reports on collections
- Planning of target budgets
- Conceptual development of photo concept for collection booklets
- Photo shoot support
- Concept development for VKF measures and image cultivation

SENIOR PRODUCER / PROJECT MANAGER / CUSTOMER CONSULTING, FREELANCE

CFS/ JWT / FBI, Hamburg | Feb. 2011 - Apr. 13

- Consulting and sales (B2B)
- Location expansion
- Analysis reports on collections
- Planning of target budgets
- Conceptual development of photo concept for collection booklets
- Photo shoot support
- Concept development for VKF measures and image cultivation
- Producing TVC incl. pre- and post-production

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SABBATICAL (1/2 YEAR)

Aug. 2010 - Jan. 2011

PRODUCERIN, FREELANCE

Y & R, Los Angeles | Apr. 2010 - Jul. 2010

- Producing TVC incl. pre- and post-production
- Timing and budget responsibility
- Team and supplier support

SENIOR PRODUCERIN, FREELANCE

Ferry Film, Hamburg | Jan. 2009 - Mar. 2010

- Producing
- Customer acquisition
- Talent scouting

MOVE TO GERMANY

Nov. 2008

PRODUCER

Ogilvy & Mather, Los Angeles | Jul. 2004 - Oct. 2008

- Producing TVC incl. pre- and post-production
- Timing and budget responsibility
- Team and supplier support
- Post-production management

CURATOR ASSISTANT

Gallery C Contemporary Fine Art Gallery, Hermosa Beach / Mar. 2003 - Jun. 2003

- Exhibition management (planning and artist organization)
- Administrative support
- Event planning for Vernissage

MOVE TO L.A.

Jan. 2003

CUSTOMER CONSULTING / PROJECT MANAGER

Hagenhoff und Graef, Osnabrück | Dec. 2000- Dec. 2002

- Kunden-Beratung und -Betreuung
- Konzeptionelle- und produktionstechnische- Umsetzung aller Printmaterialien
- Timing und Budget Verantwortung
- Jahres-Media-Planung
- Inhaltliche Erarbeitung des Kundenmagazins der Stadtwerke Osnabrück

MOVE TO GERMANY

Nov. 2000

LINE PRODUCER

Allied Entertainment, Los Angeles / Jan. 2000 - Nov. 2000

Independent Feature Film "Night all Day"

- SAG contract negotiations
- Team and location organization
- Timing and budgeting responsibility
- Cost control

MOVE TO L.A.

Dec. 1999

PRODUCERIN

Neue Sentimental Film und Cobblestone Pictures, Hamburg u.a. / April 1995 - Nov. 1999

- Producing
- Timing and budgeting
- Pre- and post productions

INTERNSHIP / PRODUCTION ASSISTANT

Parkvillage Productions, London / Jan. 1995 - Mar. 1995

- Making of about "Roger Woodburn at work" filmed, edited and set to music
- Actors Organization and management
- On-set production assistant / VCR operator

CONCEPTIONER

Otto Versand, Hamburg / Jan. 1992 - Dec. 1994

- Sales promotion campaigns and projects
- New customer acquisition
- Project planning (preparation, briefing)
- Project implementation and control
- Briefing, budget and timing responsibility for agencies and suppliers

PRODUKTIONERIN

Knopf, Nägli, Schankenberg, Hamburg / Okt. 1990 - Dez. 1991

- Deadline and budget monitoring
- Advertisement management (booking, control, billing)
- Project planning (preparation, briefing)
- Print template handling
- Print approvals on site and via proofs
- Obtaining price offers, processing and evaluating offers.

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PERSONAL SKILLS

- Responsible
- Organized (timing/budgets)
- Able to work independently
- Team player
- Creative
- Innovative Flexible
- Quick comprehension

IT / PROGRAMS

- Power Point
- Office OS/X
- Canva
- Gantt
- Trello
- Slack
- Cleverreach
- iMovie
- Jira (Kanban)
- Wordpress (HTML / CSS)
- Elementor via Wordpress
- Photoshop (basic)
- Movavi Plus
- Confluence
- Float

SOCIAL MEDIA/ PROGRAMS

- Giphy
- Inshot
- Grids
- Later
- Hootsuite
- Facelift

PROFIL

My service profile consists of the management and control of projects as well as the elaboration (conception / realization) and cost control. I work independently and successfully with different suppliers, teams and customers.

PHILOSOPHY

Love what you do and always keep an open mind. Never stop learning new things. Let your intuition guide you. Being part of a team does not mean giving up your individuality. Live and let live!

Former colleagues loved my positive spirit and hands-on mentality as well as my "let's do it" attitude. If something goes wrong - learn - and do it better next time!

CLIENTS

Mercedes-Benz, AMG, Mattel, APM, Fielmann, Vitesco, Vega Stadtwerke Osnabrück, Revell, Jacobs Tassimo, Nature Made, Cisco, Otto Versand, Unilever and many more...

ACADEMIC EDUCATION AND TRAINING

SCRUM MASTER & PRODUCT OWNER

New Horizon | Juli 2018

AGILE MANAGEMENT METHOD
CERTIFIED / PASSED



SCRUM FOUNDATION

New Horizon | Juni 2018

AGILE MANAGEMENT METHOD
CERTIFIED / PASSED

PRINCE2 FOUNDATION & PRACTITIONER

New Horizon | Mai 2018

BEST MANAGEMENT PRACTICE
CERTIFIED / PASSED

ONLINE MARKETING MANAGER

ALFA Training | Sept. 2017 -
Dez. 2017

CERTIFIED / PASSED

COMMUNICATIONS SPECIALIST FOR AUDIO AND VISUAL MEDIA

HAK (Hanseatic Academy for
Marketing and Media |

Apr. 1994 - Mrz. 1996
CERTIFIED / PASSED

ADVERTISING MANAGER

WAK (Werbefachliche Akademie
Köln e. V.) | Nov. 1990 - April
1991

CERTIFIED / PASSED

STUDY OF MARKETING MANAGEMENT (STRATEGY AND CONCEPTION)

PAW (Private Akademie für
Wirtschaftsseminare
| Aug. 1987 - Aug. 1988

CERTIFIED / PASSED