



JOSEFINE THEDEN-SCHOW

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PROFESSIONAL EXPERIENCE

Le Wagon | Berlin | Present

Teaching Assistant

- Teaching core programming concepts and best practices to students, helping them understand complex technical challenges in order to find the most efficient way to solve them.

Media Impact GmbH & Co. KG | Berlin | Jun 2016 - Sep 2019

Marketing Manager Mobile & Multiscreen – Digital Product Marketing

- Independent development of multiscreen products for an optimal monetization of the portfolio while acting as an interface to related departments, such as Sales, Brand Management and AdTechnology.
- Independent support and further development of external service providers as an additional monetization channel.
- Increase the visibility of the digital advertising spaces by 10 percentage points in collaboration with the AdTechnology and Inventory Management teams.
- Successful leadership of a project group, which managed to exceed the upper managements goal by increasing the click-through rate of the pay-per-click ads by 0.2 percentage points.

Junior Manager Order Management Digital – AdOperations

- Commercial and financial registration of digital ad orders in SAP.
- Disposition of fixed placements.

Frischepost GmbH | Hamburg | Jan - Apr 2016

Internship: Marketing & PR

- Design of the weekly newsletter and every social media post on Instagram and Facebook.
- Invoicing and management of dunning process.
- Onboarding of new products and producer sites in Magento.
- Support and initiation of cooperation with other food companies and food start-ups in Hamburg.

Florian Schmitz Kommunikation GmbH | Hamburg | Oct - Dec 2015

Assistance to the CEO

Ligatus GmbH | Cologne | Dec 2014 - Jun 2015

Internship: International Business / Corporate Services

- Independent conduct of the monthly sale-check: preparation of the sale-check report, control (checking the figures in the tools Qlikview and Salesforce) and invoicing in Salesforce in consultation with the sales colleagues.
- Interface to the accounting department (Gruner + Jahr) and the national and international sales colleagues with regard to invoicing and dunnings.

Gruner & Jahr Electronic Media Sales GmbH | Hamburg | Oct - Dec 2014

Internship: Brand Solutions

- Analysis of advertising revenues with the software program Assy and creation of Power Point Charts to show the development of revenues.
- Development of new digital marketing potentials.

__ EDUCATION & QUALIFICATIONS

Le Wagon | Tel Aviv | Oct - Dec 2019

- 9-week intensive coding bootcamp learning HTML, CSS, Bootstrap, JavaScript, SQL, git, GitHub, Heroku and Ruby on Rails.

Hochschule Fresenius University of Applied Science | Cologne | Sep 2011 - Aug 2014

- Bachelor of Arts: Media and Communication Management (2.2)
- Focus subjects: Marketing & Online Management
- Bachelor thesis: The opportunities and risks of mobile marketing for the stationary retail trade (1.3)

Humanistisches Gymnasium Christianeum | Hamburg | Aug 2002 - Jun 2010

- General qualification for university entrance / A-levels (2.8)
- A-levels subjects: mathematics, german, biology and religion
- Re-elected class representative (2002-2008)

__ WEB-DEVELOPMENT PROJECTS

Personal Profile <http://www.theden-schow.com/>

NightWatch <http://www.night-watch.co/>

A social network where users can recommend movies to each other and create personal watchlists: built with JavaScript, Ruby on Rails, Ajax, HTML and CSS whilst also working as a team on Github/Heroku.

FamilyTime <https://family-timeeee.herokuapp.com/>

AirBnB-style platform to book a family stay. App implemented search and geocoding in Rails.

__ EXTRACURRICULAR ACTIVITIES

English Language Company | Sydney, Australia | Sep - Oct 2010

- Intense Language Course followed by 5 months Work & Travel in Australia.

Alimaus Hilfsverein St. Ansgar e.V. | Hamburg | Feb - May 2007

- Social involvement

__ SKILLS & INTERESTS

Stack: Ruby, Ruby On Rails, Html5, CSS/SASS, Bootstrap, Ajax, Heroku, Github, JavaScript, SQL, jQuery SQL, MVC Architecture, Scrum, Kanban.

IT: MS Office, SAP, AppNexus, SmartAdServer, Salesforce.

Languages: German native, English fluent, Spanish and Russian basic knowledge.

Interests: Art, Music, Environment, Innovation, Technology, Traveling, People and Cultures.

Hamburg, 09.07.2020

Josefine Theden-Schow