

S U Z A N V A N E S S A B I E L

D I G I T A L M A R K E T I N G S R . A S S O C I A T E



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E D U C A T I O N

BACHELORS DEGREE

Hochschule Darmstadt

Online communications, B.Sc.

2016-2020

S K I L L S

| Professional

Leadership & Management

Communication skills

Willingness to learn

Efficiency

Problem solving

Calmness

W O R K E X P E R I E N C E

SR. ASSOCIATE | DIGITAL MARKETING

J.P. Morgan Asset Management | 2022-Present

- Single contact person for sales people on digital related topics
- Designing and creating new website pages in AEM from scratch, updating and fixing bugs on existing pages
- Setting up microsites in collaboration with the tech-team to manage events
- Co-product owner of Insights app EMEA and responsible for all communication between APAC, US and EMEA
- Providing data using Google Analytics/smart-dashboard and drawing conclusions for webcasts, Insights app, emails and web to increase performance and KPIs
- Handling of all email marketing activities in Salesforce Marketing Cloud including time-management, creating emails, improving design, writing short texts and driving innovations
- Scheduling and setting up live webcasts, briefing speakers and technicians as well as providing technical support during the live event and taking care of the debriefing after
- Enhancing digital experience by pushing innovations, testing and developing new ideas to boost efficiency
- Member of the Ventures Council

ASSOCIATE | PROPOSALS & BIDMANAGEMENT, DIGITAL

PwC Germany | 2019-2022

- Frontend development with HTML, CSS, Bootstrap
- Usage of Javascript and JQuery for web pages
- UI design and implementation as well as design and conception of websites
- Finding solutions and consulting teams for an improved user experience and usability of websites
- Managing, coordinating and organizing the implementation of the new CMS
- Project management and coordination of tasks as well as organization of meetings
- Bug-fixing, customization and optimization as well as quality control of websites
- Management of existing live websites that contribute to the continued success of proposals
- Technical support for the CMS
- Conducting trainings (e.g. on the subject of coding and CM)
- Support of the proposal managers in the preparation of proposals
- Design and image editing with Adobe Photoshop and Adobe Indesign
- Recruiting and training of new employees

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D I G I T A L M A R K E T I N G S R . A S S O C I A T E

S K I L L S

| Technical

Microsoft Office Suite
Adobe Photoshop
Adobe Indesign
HTML (Bootstrap)
CSS
CMS Systems (e.g. AEM, Wordpress)
Google Analytics
Newsletter Systems (e.g. Salesforce)
Marketing Cloud, MailChimp)
Webcast platforms (e.g. PGI)

P E R S O N A L

| Personal Interests

Social Media
(Web-)Design
Blogging
Working out
Movies
Reading

W O R K E X P E R I E N C E C O N T I N U E D

WORKING STUDENT | HEAD OFFICE ASSURANCE, STRATEGY & COMMUNICATION

PwC Germany | 2019-2020

- Design and implementation of individual management communication measures (e.g. video concepts/editing, LinkedIn presence, design of integrated strategy communication in an international environment, blog)
- Managing the CEO's internal and external social media channels (LinkedIn, TLT News)
- Research as well as writing articles on academic topics for the CEO's internal newsletter in the field of assurance (including auditing, transformation, digitalization, AI)
- Organization of a so-called "NextGen Panel" (template team for topic-specific sparring sessions with the management) and internal events incl. meeting planning and execution, follow-up, communication incl. selection process and video creation
- Revision of presentations and Excel spreadsheets
- Creation and maintenance of Knowledge-Documents/tools (e.g. digital tester kit, AppStudio update and maintenance)
- Development and design of GoogleSites for various assurance projects/tools
- Collection of competitive data (GreenAudit)

INTERNSHIP | E-BUSINESS

Deutsche Hospitality | 2018-2019

- Maintenance and updating of texts in the CMS for the websites www.steigenberger.com, www.intercityhotel.com, www.jaz-hotel.com and www.maxxhotel.com
- Creation of search engine optimized (SEO) hotel texts for IntercityHotel, Steigenberger Hotels and Resorts and MAXX by Steigenberger
- Development and testing of the new MAXX website
- Support in content creation for the new presentation of the meeting and event areas of the pilot hotels
- Creation of landing pages and content setup for "THE SPA" web-shop
- Quality control of the websites by means of a weekly testing with different end devices - Testing of new website features before going live
- Support of the CRM team by testing the new emailing tool (dailypoint Booking Manager)
- Supporting the design and creation of the hotel's own newsletter
- Research on cross-selling opportunities, including competitive analysis

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D I G I T A L M A R K E T I N G S R . A S S O C I A T E

W O R K E X P E R I E N C E C O N T I N U E D

- Research on possible navigation elements for the website design of IntercityHotel
- Support in day-to-day project management
- Support in the planning and creation of social media postings
- Creation of PowerPoint presentations and translation of German content into English for internal purposes
- Organization of internal company events (Christmas party, team events)

INTERNSHIP | MARKETING

Immoveo GmbH | 2016

- Creation and optimization of search engine marketing
- Planning, evaluation and further development of the social media presence
- Further development of the company's own website with Cornerstone, CSS and HTML
- Target group oriented elaboration of strategies
- Setup of e-mail marketing with MailChimp
- Development of concepts, especially marketing actions and customer acquisition
- Creation of flyers as well as editing of designs for the website with Photoshop CC 2015
- Capturing of administration specific instructions and texts

PART-TIMER | CASHIER, CUSTOMER SERVICE

4U @work | 2014-2015

Coordination of the checkout processes | Customer service | Tidiness and cleanliness of the checkout area | Professional service and consultation of customers | Independent and autonomous accounting according to cash register instructions

PART-TIMER | CASHIER, CUSTOMER SERVICE

KiK Textilien und Non-Food GmbH | 2014-2015

Temporary cashier and sales activities | Assisting with receiving and setting up merchandise | Preparation of merchandise for sale and merchandise care, price labelling according to instructions | Support during stocktaking | Ensuring cleanliness and order in and in front of the store, incl. cleaning and tidying up work

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DIGITAL MARKETING SR. ASSOCIATE

WORK EXPERIENCE CONTINUED

HIGH SCHOOL INTERNSHIP | LIBRARY

TU Darmstadt | 2010

Updating the stock in the so-called "open stacks" in teamwork | Getting to know the work processes and customer questions of the lending department | Handling of library-specific software and print media | Insights into the activities of the library administration (in particular material procurement, invoice processing, personnel management) | Insights into the binding department

VOLUNTARY INTERNSHIP | CAREGIVER

Wohnpark Kranichstein | 2010

Fetching breakfast from the central kitchen | Distributing food and collecting dishes | Serve food and drink to residents (as directed and instructed by the nurse in charge) | Prepare and serve drinks | Carry out disinfection and cleaning work as instructed by a caregiver | Fetching and bringing residents to in-house events | Distribution of mail | Filing forms