

Jannek Lüdicke

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WORK EXPERIENCE

JUNIOR CONSULTANT MARKETING EXCELLENCE & EXECUTION

intouch hcc GmbH | December 2023 - Now | Berlin

Most important tasks:

- Planned and realized monthly e-mail, fax and print campaigns for pharmaceutical customers
- Managed different Google Ads accounts
- Created target groups and dashboards in Salesforce
- Developed extensive performance reports
- Set up of Instagram and Facebook adverts

INTERN IN THE FIELD OF MENTAL HEALTH

move UP GmbH | August 2023 - November 2023 | Berlin

Most important tasks:

- Conducted 2 to 3 workshops per week on mental health topics at different companies
- Created workshop contents and presentations

INTERN & WORKING STUDENT IN SEA CONSULTING

ReachLab GmbH | September 2021 - October 2022 | Hamburg

Most important tasks:

- Created and restructured several Google Ads Accounts
- Supported many different customers in parallel
- Prepared monthly reports for customers

MARKETING & BUSINESS DEVELOPMENT INTERN

iwoca limited | February 2020 - May 2020 | London

Most important tasks:

- Restructured the German Google Ads account
- Created relevant blog articles for iwoca clients

EDUCATION

BACHELOR IN BUSINESS PSYCHOLOGY

Harz university of applied sciences | September 2018 - October 2022 | Wernigerode

Overall grade – good

PERSONAL PROFILE

- Created a personal website and blog on Positive Psychology (simplymorehappiness.com) with WordPress
- Leader of a Meetup group on Positive Psychology (400+ members) and an improvisational theater group
- Experienced in various marketing areas such as Google Ads, email marketing, print mailings, social media and reporting creation
- Confident in communicating with customers and other stakeholders

SKILLS & KNOWLEDGE

Digital Marketing

- Usage of Google's online marketing tools (Google Ads, Analytics and Looker Studio)
- Creation of dynamic newsletters with the email tool Acoustic
- Set up of campaigns with the meta ad manager
- Basic knowledge of WordPress

Languages

- German (native speaker)
- English (fluent)
- Spanish (basic knowledge)

Other skills

- Confident handling of MS Office programs (Excel, Word, PowerPoint)
- Knowledge of Salesforce reports, campaigns and dashboards
- Basic knowledge of SPSS

HOBBIES & INTERESTS

- Improvisational Theater
- Dungeons and Dragons