

Jannek Lüdicke

www.jannekluedicke.com

WORK EXPERIENCE

JUNIOR MARKETING MANAGER

mediaire GmbH | since July 2025 | Berlin

- Preparation & organization of trade fair appearances at medical congresses
- Maintenance of the company website via WordPress
- Lead analysis using the CRM system Pipedrive

CAREER BREAK

Asia Trip | February 2025 – May 2025

JUNIOR CONSULTANT MARKETING EXCELLENCE & EXECUTION

intouch hcc GmbH | December 2023 - December 2024 | Berlin

- 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

- 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

- Created and restructured several Google Ads Accounts
- Prepared monthly reports for customers

MARKETING & BUSINESS DEVELOPMENT INTERN

iwoca limited | February 2020 - May 2020 | London

- Restructured the German Google Ads account

EDUCATION

BACHELOR IN BUSINESS PSYCHOLOGY

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

Overall grade – good

PERSONAL PROFILE

- Experienced in various marketing fields such as Google Ads, email marketing, print mailings, social media & reporting
- Confident in communication with clients and stakeholders
- Founder of the improvisational theatre group “Frech und Flink”, including rehearsal leadership & organization of regular performances
- Organizer of a Meetup group on Positive Psychology (400+ members)

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
- Setup of campaigns using Meta Ads Manager
- Basic knowledge of SISTRIX
- Basic knowledge of content management systems such as WordPress and TYPO3

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