

ISABELLE SCHNEIDER

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EXPERIENCE

SEPTEMBER 2020 – TODAY

DÜSSELDORF

BRAND MANAGEMENT INTERN, ARLA FOODS DEUTSCHLAND GMBH

- Support and implementation of digital and social media campaigns
- Agency management and coordination
- Adaptation of website design and content to current campaigns
- Design adaptations and further development of product packaging
- Performance tracking and market analysis
- Creation of presentations
- Event planning and sampling activities

FEBRUARY 2020 – AUGUST 2020

SOLINGEN

MARKETING INTERN, EDGEWELL PERSONAL CARE/WILKINSON SWORD

- Planning, coordination and implementation of sampling actions
- Planning of POS activities and implementation of the creative processes, i.e. briefings and agency management
- Preparation and preparation of reports and performance analysis of products and product categories
- Digital projects: Content creation for the online stores of Amazon and retailers, maintenance of the company website and content creation for blogs

JUNE 2019 – MARCH 2020

SOUTH AFRICA

BUSINESS DEVELOPMENT & MARKETING, DREAMORE

- Development of an own social project with focus on the support of young disadvantaged pupils in South African townships
- With this project we try to address the lack of leadership and inspiration in South African schools, which leads to an uncertain future and long-term employment problems.

APRIL 2015 – JULY 2015

HONG KONG

SUPPLY CHAIN MANAGEMENT INTERN, LI & FUNG LTD.

- Internship in Supply Chain Management in one of the largest supply chain companies worldwide.
- Support of the creative department in the development of new products
- Support of sample management and quality management,
- Order updates and general team support.
- Participation in supplier and factory evaluations in Dongguan, China, including sample production control

EDUCATION

AUGUST 2017 - AUGUST 2019

MSC MARKETING, STOCKHOLM UNIVERSITY

STOCKHOLM, SWEDEN

SEPTEMBER 2012 – APRIL 2016

BA INTERNATIONAL MANAGEMENT, KARLSHOCHSCHULE
INTERNATIONAL UNIVERSITY

KARLSRUHE, GERMANY

JULY 2014 - DECEMBER 2014

EXCHANGE SEMESTER, HALMSTAD UNIVERSITY

HALMSTAD, SWEDEN

SKILLS & LANGUAGES

- Microsoft Office (PowerPoint, Excel, Word)
- Nielsen Analytics
- English – Fluent
- German – Native Speaker
- Spanish – Basic Knowledge
- Swedish – Advanced Basic Knowledge

CERTIFICATES

- TOEFL iBT – Score 115
- Google AdWords Search Certification