

Curriculum Vitae

Personal data

Name: Klein, Sascha Sebastian
Birth data: September 24th in 1989 in Fürth, Germany
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Marital status: Single



Academic career

10/2015 – 03/2018 M.S. in Marketing Management at the University of Erlangen-Nuremberg
10/2011 – 09/2015 B.A. in Business Administration at the University of Applied Sciences Ansbach

Work experience

Since 04/2021 **Fressnapf Holding SE, Düsseldorf**
Loyalty product manager

- Project lead of the customer loyalty program (puppy & kitten club)
- Strategic development of the customer loyalty program

07/2020- 03/2021 **Fressnapf Holding SE, Düsseldorf**
Junior customer segment manager

- Project lead of puppy & kitten segment incl. data-protected consultation
- Transmission of analysis results into recommendations for actions

02/2019 – 06/2020 **Fressnapf Holding SE, Düsseldorf**
International marketing trainee

- Sub-project lead for marketing & sales of PAYBACK card launch in Italy
- Implementing a trend scouting process for innovative digital services

04/2017 – 08/2017 **Danone GmbH, Vienna**
Brand activation management dairy products, intern

- Creating market analyses using Nielsen Answers and GfK SimIT
- Supporting ATL and BTL brand communication and promotional activities

01/2016 – 06/2016 **GfK SE, Nuremberg**
Brand and customer experience automotive, working student

- Creating country-specific questionnaires
- Evaluating international panel studies

03/2015 – 09/2015 **Tchibo GmbH, Hamburg**
Corporate brand management, intern

- Creating/supporting ATL and BTL non-food marketing activities
- Creating/supporting corporate identity guideline activities

09/2014 – 03/2015 **Faber-Castell AG, Stein**
International marketing, intern

- Creating an international POS-Manual
- Supporting the international back-to-school-concept launch

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| 08/2012 – 05/2013 | Semikron Elektronik GmbH & Co. KG, Nuremberg
Marketing & Communication, working student <ul style="list-style-type: none"> - Supporting the Semikron corporate identity project - Writing press releases and articles for the intranet |
| 10/2011 – 07/2012 | Grundig Intermedia GmbH, Nuremberg
Key account management chains, working student <ul style="list-style-type: none"> - Creating customized sales statistics and price calculations - Creating sales materials for the annual performance meetings |
| 07/2009 – 08/2010 | Nestlé Schöller GmbH, Nuremberg
Freezer product management, operation manager <ul style="list-style-type: none"> - Project manager for freezers, freezer stickers and the freezer catalogue - Managing agencies, suppliers and external service providers |

International experience

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|-------------------|--|
| 04/2018 – 08/2018 | New Zealand, South Island
Work & Travel <ul style="list-style-type: none"> - Customer service representative at Domino's in Queenstown - Exploring the South Island by campervan |
| 01/2020 – 03/2020 | Italy, Milan
Foreign assignment <ul style="list-style-type: none"> - Sub-project lead for marketing & sales of PAYBACK card launch in Italy |

School & vocational education

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| 09/2010 – 07/2011 | Graduated from higher vocational school Nuremberg |
| 09/2006 – 07/2009 | Apprenticeship as an industrial business management assistant at Nestlé Schöller GmbH in Nuremberg |

Additional qualifications

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|----------------------------|---|
| Language | German (native language), English (language proficient) |
| IT | MS Office for Windows, SAP-R/3-System, Nielsen Answers, GfK SimIT |
| Data analytics | Analysis for Office, SPSS |
| Project management | JIRA, Confluence, Trello, One Note, One Drive, MS Project |
| Innovation | Design thinking |
| Extracurricular activities | Participated in the one-day course "confident in presentation"
Participated in the two-day course "project management fundamentals"
Participated in the one-day course "intercultural project management"
Participated in the one-day course "intercultural competence"
Chamber of Commerce and Industry's instructor certification |

Interests

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| Hobbies | Sports (basketball, marathon)
Travelling (visited within the past years: New Zealand, European countries) |
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