

## Résumé

# Astrid Dietrich

### Personal Details

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Date of birth	14.08.1987
Nationality	Deutsch
E-Mail	Astrid_D@web.de
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Phone	01520 380 94 21

### Professional Experience

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Since 05/2016

#### **THE WALT DISNEY COMPANY, München**

##### **E-Commerce Marketing Supervisor shopDisney.de**

- Responsibility across all Paid, Earned and Owned channels for the GSA Disney Store Digital Marketing in close collaboration with EMEA and international teams with focus on Performance channels
- Independent planning and implementation of online strategy and campaigns, creation of KPI reports and corresponding optimization of activities
- Responsibility for the distribution and continuous optimization of the marketing budget
- Assessment and implementation of the strategy for the shopDisney Amazon Advertising Launch
- Localization and implementation of current market standards in the creation of advertising materials for campaigns and brand building measures
- Coordination of marketing campaigns with internal stakeholders and management of external agencies
- Responsible for the development of one team member

04/2014 – 05/2016

#### **FREELANCER, München**

- Social Media strategy consulting before brand launch
- 360° support of Social Media channels
- Translation, editing and approval of texts
- Creation of SEO-optimized content
- E-mail Marketing strategy

04/2013 – 12/2020

#### **ASTRID DIETRICH BOOKING & VERANSTALTUNGEN, München**

- Event management from conception to execution and evaluation including personnel and budget responsibility
- Artist agency for music artists

12/2012 – 04/2013

#### **ONPAGE.ORG GMBH, München**

##### **Internship**

- Conception, creation and implementation of classic marketing campaigns
- Organization of events and trade fairs
- Translation and language services

03/2011 – 10/2011	<b>KISS MY ADS LTD., London</b> <b>Internship</b> <ul style="list-style-type: none"> <li>• Support for Key Account and Publishing Manager in Mobile Marketing</li> <li>• Data base maintenance</li> </ul>
02/2010 – 03/2020	<b>089BAR &amp; LOUNGE GMBH, München</b> <b>(Student) Assistance</b> <ul style="list-style-type: none"> <li>• Guest Relations</li> <li>• Event Management</li> </ul>
04/2008 - 04/2013	<b>MILCHUNDBAR VERANSTALTUNGS GMBH, München</b> <b>Student Assistance</b> <ul style="list-style-type: none"> <li>• Guest Relations</li> </ul>
01/2008 - 08/2009	<b>BE2 LTD., München</b> <b>Student Assistance Customer Care</b> <ul style="list-style-type: none"> <li>• Processing of customer inquiries and issue management</li> </ul>

## Education

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2006-2013	<b>Ludwig-Maximilians-Universität München</b> MA English linguistics and literature, Pedagogy First State Examination for the teaching profession in educational science
01-06/2004	<b>Melrose-Mindoro Highschool, Wisconsin, USA</b> High School Diploma
1997-2006	<b>Gymnasium München/Moosach</b> Abitur

## Additional Qualifications

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Diplomas	Professional Scrum Master Professional Scrum Product Owner University of Cambridge Level 2 Certificate in English (ESOL), Council of Europe Level C1 Instituto Cervantes curso B1.1 parte 1 de 4 Shaw Academy Digital Marketing Diploma
Software Skills	MS Office, Adobe Analytics, Adobe Photoshop, Salesforce, Atlassian Confluence, Sprinklr, Khoros, Google Analytics, Google AdWords
Languages	German – C2 / English – C2 / French – A2 / Spanish – A2

## Personal Interests

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Travelling, Sports, Psychology, Baking