



Marketing strategist with 15+ years of experience across international B2B and B2C environments – from startups to corporates, agency to in-house. Data-driven, hands-on, and strategically focused. Specialized in storytelling, performance marketing, and scalable, data-led campaigns.

CONTACT

Mobile: +49 179 9476149

E-Mail: nawo_anika@msn.com

Website: www.anawo-communications.de

EDUCATION

EUROPEAN BUSINESS COLLEGE

**Bachelor of Arts (Hons) in Business Management
Diplom-Kauffrau in Tourism and Event Management**

October 2006 to September 2009

UNIVERSIDAD DE BUENOS AIRES

**Latin American history of politics and economy,
marketing in tourism.**

October 2007 to January 2009

SKILLS

Strategic Marketing	Communication Skills
Brand Building	Teamwork
Performance Marketing	Team leadership
Content Management	Crisis management
Event Management	Growth mindset
Campaign Management	Entrepreneurial thinking
International Project Management	Hands-on mentality

TOOLS

Meta Business Suite	Conductor
GA4 / Lookerstudio	WordPress
Tableau	HubSpot
Canva, Adobe Suite	Django CMS (Wagtail)
CEPs & Planning Tools	Mailchimp
LLMs & AI Tools	more on request

CAREER

**FREELANCE 360° MARKETING STRATEGIST |
DRIVING B2B & B2C GROWTH | DATA-
DRIVEN CAMPAIGNS | INTERNATIONAL
PROJECT LEADERSHIP | SINCE 2022**

• Strategic Marketing & Growth

- Led end-to-end B2B & B2C marketing strategies across European markets
- Drove lead generation, brand positioning, and customer retention through integrated campaigns

• Performance & Analytics

- Managed multi-channel performance marketing (Meta, Google, TikTok, LinkedIn) with focus on ROI, conversion optimization, and A/B testing
- Built KPI-driven reporting systems and dashboards (GA4, Metabase, Tableau) to inform decision-making
- Executed SEO/GEO strategies and optimized CMS content for scalable visibility

• Project & Stakeholder Leadership

- Led cross-functional teams and managed external partners (PR, design, SEO, tech)
- Delivered complex marketing and event projects end-to-end
- Owned budgets and resource allocation across campaigns and productions

• Content, Brand & Community

- Developed high-impact content strategies across web, social, PR, and CRM
- Translated complex, technical topics into compelling narratives for C-level and broader audiences
- Built and scaled influencer & UGC programs (creator sourcing, collab ads, partnerships)

• Data, Tools & Optimization

- Designed audience segmentation, reporting frameworks, and data models
- Drove continuous optimization through testing, monitoring, and performance insights

**PROJECT LEAD PRESS, SOCIAL MEDIA &
EVENTS (PART-TIME)**

Sonnenherz gUG

"From January 2018 to September 2020"

**EVENTS, EMPLOYER MARKETING, SOCIAL
MEDIA (PART-TIME)**

SPARKS GmbH

(January 2017 to August 2018)

PROJECT LEAD EVENTS & INCENTIVES

Team Seefried Group

October 2010 to December 2016
(Parental leave in between)