



Freelance Senior Consultant

Education

07.2018 | Scrum Master Certification - PSM I

04.2018 – 06.2018 | Web Developer Training - Full-Stack Coding Bootcamp

Le Wagon – Berlin, Germany – www.lewagon.com

Programming languages covered: Ruby, Ruby on Rails, Databases (SQL etc), HTML, CSS, JavaScript, APIs, Git, GitHub, Heroku

07.2015 | Prince2 - Foundation and Practitioner

02.2011 – 08.2012 | Master of Business Administration (MBA)

Liverpool John Moores University (LJMU) – Liverpool, United Kingdom

09.2007 – 07.2010 | Bachelor of Arts (Honours) Business and Management

University of Wales – Newport Business School in cooperation with the ECBM – London, United Kingdom

Experience

10.2017 – present | Freelance Senior Consultant

Project Management Office (PMO) | Program Manager | Senior Project Manager | Product Owner | Scrum Master

Schmitz Consulting – Berlin, Germany – mandyschmitz.com

- 12.2019 – present – Senior Business Consultant at Toll Collect GmbH, Berlin
 - Large scale digital transformation Project/CRM Replacement program
 - Project management and requirements engineering
- 08.2018 – 08.2019 – Freelance PMO & Program Manager at May&Company GmbH, Berlin
 - Setup Project Management Office (PMO), Process improvement, Business Development and CRM implementation, Project Management training, Tender project management and optimization
 - GDPR implementation
 - Program Management Clients – UNHCR Management Assessment Program, UNICEF PFP HR Project Management Consulting, Leadership Development and Executive Coaching Programs – Zalando, WHO etc
- 10.2017 – 03.2018 – Freelance Senior Project Manager E-commerce at ProjektArt, Remote

04.2016 – 09.2017 | EMEA Project Management Office (PMO) & Program Manager

Weber-Stephen Products (EMEA) GmbH – Berlin, Germany – weber.com

- Provided strategic implementation plan and executed it to establish a PMO and project management culture at Weber-Stephen EMEA via implementing best practices, processes, templates and organising project management trainings with 3rd party vendors
- Introduction and oversight of EMEA-wide strategic project portfolio incl. regular reporting to EMEA Executive team
- Project and Program Management:
 - Setup IT Program – EMEA-wide CRM incl. vendor management (Salesforce)
 - Involvement in other IT projects as PMO – Intranet (SharePoint)-, Forecasting and demand planning tool (SAP)-, E-commerce roll-out across EMEA
 - Weber-Campus – setup EMEA-wide internal training academy, incl. Exec Team and senior management stakeholder management; Project setup and management from A-Z, incl. content-, training course- and material development as well as marketing, partner-/ agency-, event- and process management plus overall budget responsibility

04.2015 – 03.2016 | Project Management Office (PMO), EMEA Planning & Strategy

PayPal France – Paris, France – paypal.com

- Program management key strategic initiatives, e.g.
 - EMEA [PayPal 'OneTouch'](#) Go-to-market – 'Faster check out with just one click' – Roll-out of a new PayPal product feature across the EMEA region (Europe, Middle East, Africa) in collaboration with the participating teams – Product, Sales, Marketing, Legal etc and external partners (agencies) – Number of markets: 13 countries / languages and int. English, Budget: €2m, Duration: 6 months
 - EMEA [Braintree v.zero product](#) Go-to-market – 'Next-Level Integration for Merchants' – Roll-out of a new PayPal B2B product feature for merchants across the EMEA region (Europe, Middle East, Africa) following the acquisition of Braintree, in collaboration with the involved Braintree & PayPal teams – product, sales, marketing, legal etc. and

external partners (agencies) – number of markets: 13 countries / languages as well as int. English, budget: €2.5m, duration: 8 months

- Benchmarking and harmonisation of marketing- and creative production processes across EMEA-region

04.2013 – 03.2015 | Program and Process Manager (PMO), CEMEA

PayPal France – Paris, France

- Program management/agency coordination (HAVAS worldwide & HAVAS media) of the integrated brand campaign for FR/IT/ES (incl. TV production, media buying, digital media and owned channel marketing, consumer research, PR/Social media and merchant negotiations) multi-million budget, duration: 10 weeks – [TV commercial](#); [L'AND Article](#)
- Project 'Eiffel' – consumer turnaround – improved PayPal integration on French large merchants (Fnac, Darty, Carrefour etc) through marketing investment to improve consumer experience and increase share of check-out – multi-million budget and revenue goals, duration: 1 year
- Marketing technology – tested and evaluated several MRM tool solutions (Marketing Resource Management) for the CEMEA region (in preparation for an EMEA-wide roll out, incl. RFP process and vendor negotiations with Adobe, Teradata, Aprimo etc) – €1m budget, duration: 6 months
- Project managed the marketing & communications work stream in the Russia go-to-market program, which opened up the Russian market to domestic e-commerce through enabling rouble as new currency in the PayPal product: Migration of existing consumers and merchants, Corporate (PR/Social media) launch and Co-marketing negotiations and launch (with 12 LMs as exclusive launch partners – ozon.ru etc) – [Moscow Times Article](#); [Wall Street Journal Blog](#)
- Implemented a CEMEA campaign status dashboard, optimised marketing resource planning as well as end-to-end production processes for the CEMEA region including all cross-functional teams – led to a reduction of workflow issues by 45% within 14 months

07.2012 – 03.2013 | Project Manager (CEMEA), Creative EMEA

PayPal Germany – Berlin, Germany

- Strategic focus on campaign prioritization according to business goals
- Marketing project management with a CEMEA-wide focus (110+ countries, 13 languages) – co-ordination of the end-to-end production process (incl. vendor management for translations, creative, web design, video, PR, freelancers) to implement multi-country and -language marketing activities on various channels – on average 40+ campaigns/month of various sizes/scope in 13 local CEMEA languages + int. EN
- Completed outsourcing of entire creative production within 3 months (3 months before target) incl. ongoing account management, budget monitoring and reporting
- Implemented new processes and tools after a major pan-European restructuring to reduce production time

08.2010 – 06.2012 | Trainee, Marketing Communications

PayPal Germany – Berlin, Germany

- Project managed PayPal Q4/2011 coupon campaign on eBay in cooperation with European teams which significantly drove sign-ups and transactions for PayPal DE as well as eBay.de
- Project management of the complete overhaul of the PayPal.de website including additional features such as feed automation for the PayPal ShoppingHub and redesign of the entire layout

References

Susanne May
Chief Executive Officer
May & Company GmbH – Berlin, Germany
smay@mayxcompany.com

Niclas Hurtado
Head of Business Development
Weber-Stephen EMEA – Berlin, Germany
nhurtado@weberstephen.com

Other

Trainings

Agile Methodology for Product Owners – Basic and Advanced
Effective Interviewing
Ongoing – Web Design and Coding at Codecademy

Tools

MS Office Suite, MS Project, Asana, Trello, Slack, Skype, Google Docs, Google Analytics, Google AdWords, Google Search Console, Shopify, Facebook & Instagram advertising platforms, e-mail marketing (MailChimp & Klaviyo), WordPress, Buffer, Git, GitHub, APIs, Heroku, Survey Monkey, Zoho CRM, Zoho Books, Zoom, LexOffice

Languages

German – mother tongue, English – full professional proficiency, French – limited proficiency (B1)

Activities and Societies

Student Representative 2007-09 (BA) and 2011-12 (MBA)