



MARKETING | EVENTS | VISUALIZATION

JOHANNA MEIER

CURIOUS ABOUT THE UNDISCOVERED

Always willing to think out of the box and take unconventional paths to show the world what makes the brand different and how it stands out from the competition.



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Project Abstract

2023 - 2024



Software company
(world market leader in execution management)

PROGRAM & CHANGE MANAGER MARKETING OPERATIONS

Development of a new program infrastructure to integration of the extended marketing organization into the existing project management tool

- ▶ Analysis of the existing project management processes within the department to identify potential for further improvement and potential interfaces between the teams
- ▶ Conducting needs analyses within the teams to develop a concept for integrating additional departments into the existing infrastructure
- ▶ Development of a project concept for the implementation of the integration of further departments of the marketing organization, involving all stakeholders
- ▶ Implementation of customized project management processes for the respective teams within the existing software framework
- ▶ Interface management
- ▶ Collaboration with the software provider to implement new software requirements for a smooth process
- ▶ Support of the teams within the department in setting up their project boards and establishing the revised processes in their workflows
- ▶ Mindset work and creation of awareness within the marketing organization for the new processes
- ▶ Responsibility for documentation and the creation of training materials and knowledge pages for the change process
- ▶ Development of a communication plan for the various target groups within the change process
- ▶ Providing ongoing support during the transition of the teams and collecting feedback to optimize the use of the project management software
- ▶ Stakeholder management

Realization of a conference with over 3,000 participants with a focus on process mining

- ▶ Interface between Event Management and the Design/Video Office for the implementation of creative assets around the event
- ▶ Support of the creative departments in the creation process
- ▶ Requirements management of creative assets
- ▶ Workflow optimization
- ▶ Collaboration with cross-functional teams to coordinate logistics and ensure a seamless process
- ▶ Creation and coordination of creative tickets to implement the experience design
- ▶ Management of external service providers
- ▶ Onsite event support:
 - Support for the company's own event presence
 - Resource planning for the support of the company's own event presence
 - Contact person for merchandise article logistics



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Industries

- Insurance ✓
- Personnel service provider ✓
- Sporting events ✓
- Healthcare ✓
- Hotel industry & gastronomy ✓
- Consulting ✓
- IT ✓
- Software ✓

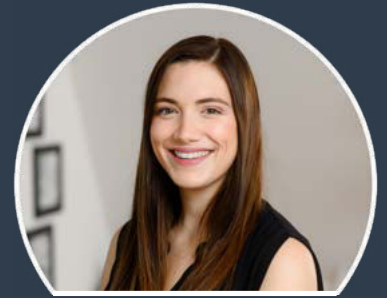
Project Abstract

Management of the online store and coordination of merchandise requests

- ▶ Interface between manufacturing service providers and the applicant employees
- ▶ Interface between producing service providers and the creative department
- ▶ Coordination, inspection and handling of incoming requests for special merchandise items
- ▶ Streamlining and optimizing the ordering process and processing flow for a fast and smooth workflow when processing incoming orders
- ▶ Development and maintenance of positive relationships with key suppliers
- ▶ Negotiation of terms, contracts and ensurement of the timely and cost-effective procurement of goods
- ▶ Management of the company's own online stores for merchandise items (NAM + EMEA):
 - Research of new potential articles
 - Maintenance of product lists and ensurement of accurate product information
 - Monitoring stock levels and planning and organizing restocks as required
 - Solving problems that arise in the online ordering process and clarifying discrepancies with orders
 - Implementation of improvements to increase user-friendliness
 - Budget planning

Ticket management for the creative teams of the Brand Office

- ▶ Collaboration with the relevant teams to ensure quick and effective resolution of issues in the form of tickets
- ▶ Monitoring the ticket lifecycle from creation to resolution to optimize workflow
- ▶ Implementation of automations for a smooth workflow within the ticket system after requirements analysis
- ▶ Categorization, prioritization and management of incoming tickets
- ▶ Communication with the ticket creator regarding briefings, queries and status
- ▶ Sett up of tracking mechanisms to follow trends
- ▶ Creation of regular evaluations of ticket metrics, team utilization, available capacities and throughput times
- ▶ Responsibility for complete ticket documentation
- ▶ Carry out of regular reviews of completed tickets for completeness and customer satisfaction
- ▶ Gathering of user and stakeholder feedback for process improvements
- ▶ Responsibility for rectifying faults within the system
- ▶ Optimization of the ticketing process



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Skills

Brand management

Project management

Content creation

Graphic design

Web design

Stakeholder management

Event management

Agile methods

Illustration & sketchnoting

Project Abstract

2021 - 2023

Insurance group
(one of the largest insurers in the world, market leader in Germany)

EXTERNAL PROJECT LEAD MANAGEMENT

Training materials for a product launch

- ▶ Design and creation of training materials and learning media for product launches
- ▶ Visualizing facts
- ▶ Illustrating graphics, icons and sketchnotes

2021 - 2022

Management Consulting
(for transformation and agile project management)

MARKETING EXPERT

Rebranding and brand building

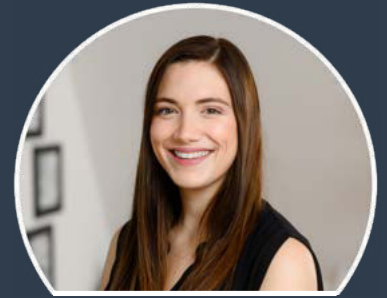
- ▶ Project management to relaunch the corporate design of the entire corporate brand (print & online)
- ▶ Build up and further development of the corporate brand to strengthen the image and awareness through brand management
- ▶ Carry out of customer, market and competition analyses
- ▶ Development of a brand strategy including positioning of the brand in the market segment
- ▶ Brand maintenance and brand monitoring
- ▶ Further development of the corporate identity
- ▶ Development of design concepts and refinement of the corporate design
- ▶ Development and introduction of a communication strategy
- ▶ Development, planning and implementation of advertising measures and campaigns

Relaunch of the website as part of a rebranding

- ▶ Development of a concept for the relaunch and the further development of the web content right after the rebranding
- ▶ Conception and implementation of the website
- ▶ Coordination of external service providers / suppliers and internal resources in the project context

Project lead management of all marketing-related activities

- ▶ Planning and design of visual products and communication media for print and digital
- ▶ Conception and creation of layouts for workshops and coaching sessions
- ▶ Conceptual and content-related writing of texts
- ▶ Textual development and visualization of methods
- ▶ Design and realization of content in texts and images
- ▶ Illustration of graphics, icons and sketchnotes
- ▶ Set up of social media strategies and guidelines
- ▶ Restructuring and management of social media channels
- ▶ Creation of editorial plans including writing and publishing articles and postings as well as managing company accounts



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Experience

- 10+ years project lead management ✓
- 8+ years of content creation ✓
- 8+ years of visualization ✓
- 8+ years event management ✓
- 6+ years of social media ✓
- 6+ years of web design ✓
- 6+ years of graphic design ✓

Project Abstract

2020 - 2021

Bavaria's largest all-year-round beach location

MARKETING SPECIALIST

Coordination and control of all marketing-relevant trades

- ▶ Creation of the marketing concept for the relaunch of the new event location
- ▶ Coordination of external service providers / suppliers
- ▶ Development and control of marketing projects
- ▶ Responsible for sponsor acquisition
- ▶ Creation of marketing materials for print and online
- ▶ Development and distribution of merchandise items
- ▶ Control of CI & CD in internal and external appearance
- ▶ Set up social media strategies and guidelines
- ▶ Restructuring and managing social media channels
- ▶ Design and realization of content in text and images
- ▶ Set up editorial plans including writing and publishing articles and postings as well as maintaining company accounts
- ▶ Support & continuous maintenance of the website

2020

Nonprofit organization
(for professional carers in Bavaria)

MARKETING & ONLINE COMMUNICATION SPECIALIST

Project management for the marketing of Rotkreuzkliniken

- ▶ Conception and management of Bavaria-wide marketing projects and campaigns
- ▶ Project management for the relaunch of the corporate design (print & online)
- ▶ Support & continuous maintenance of the website
- ▶ Creating marketing materials for print and online
- ▶ Conceptual and content-related writing of texts
- ▶ Comprehensive support for clinic management throughout Bavaria with regard to marketing and PR activities
- ▶ Marketing interface between the association's stakeholders and the clinics
- ▶ Support the public relations department in crisis communication

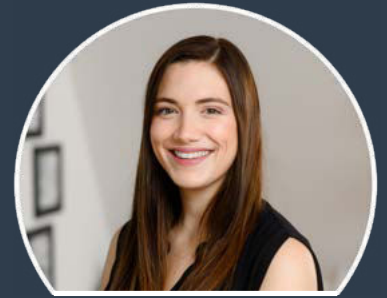
2019

Largest hotel and conference center in southern Germany (Munich metropolitan region)

HEAD OF MARKETING

Interim Head of the Marketing Department

- ▶ Guidance of the department and its subordinate employees
- ▶ Development and implementation of the marketing strategy and strengths of the brand presence
- ▶ Management of marketing projects in close collaboration with internal departments and external service providers
- ▶ Conception and maintenance of the website in terms of content and visuals
- ▶ Creation of marketing materials for print and online
- ▶ Strategic planning & support of social media channels including content creation



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Tools

Adobe Creative Suite C6
Procreate
Mural/Miro
Office 365 + MS Project
CMS-Systeme
Monday

Project Abstract

2017 - 2018

Personnel service provider
(in the areas of IT, Engineering and Life Science)

MARKETING & EVENT MANAGER

Project lead management in the marketing of new products

- ▶ Project management in the development of the marketing presence of company-owned products
- ▶ Development of marketing and communication concepts for the positioning and marketing of individual product segments
- ▶ Planning and moderation of workshops with the departments involved to develop content
- ▶ Conception of holistic marketing campaigns digital & analog

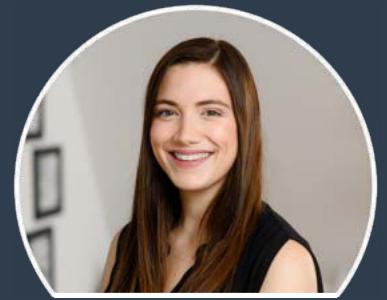
Marketing interface for the business units in the DACH region

- ▶ Conception and implementation of visual products and communication materials
- ▶ Conceptual and content-related writing of texts
- ▶ Illustration of graphics and icons
- ▶ Development and implementation of advertising measures incl. logistics
- ▶ Contact person for all business units (DACH) regarding marketing & communication activities
- ▶ Expansion and maintenance of the media portfolio
- ▶ Planning and carry out of employee shootings and video shootings
- ▶ Control of external service providers/suppliers

Project lead management in the organization and implementation of major events

- ▶ Development and implementation of creative event concepts
- ▶ Planning and organization of events and conferences
- ▶ Organization and execution of recruiting and customer fairs
- ▶ Calculation of budgets and coordination of contracts
- ▶ Interface management: Handling of destinations, hotels, locations, speakers and artists
- ▶ Creation of project timelines and event processes
- ▶ Control of external providers such as catering or audio and video technology
- ▶ Handling of the registration process including controlling the registration websites
- ▶ Responsibility for the content of the event websites
- ▶ Marketing of conference formats and participant acquisition
- ▶ Coordination as well as logistical and technical implementation of events on site
- ▶ Responsibility for participant and feedback management
- ▶ Responsibility for stakeholder and team management

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Certificates

Professionell
Visualisieren mit
Procreate

(Artventure Academy, 2023)



Certified Digital
Marketing Manager
(Hochschule der Wirtschaft
für Management,
Mannheim, 2022)



Design Thinking Coach
Level I
(IFAAI, 2021)



Ausgebildete Kauffrau
für Marketing-
kommunikation
(bsmedien, Munich, 2014)



Project Abstract

2015 - 2017

System catering chain

PROJECT MANAGER MARKETING

Marketing interface for all restaurants

- ▶ Development of new marketing tools for location-specific marketing of the brand
- ▶ Building and further development the corporate brand to strengthen the image and increase awareness among the target group through brand management in the individual regions
- ▶ Brand maintenance and brand monitoring
- ▶ Comprehensive support for franchise & joint venture partners with regard to marketing & PR activities
- ▶ Planning, organizing and executing press events and opening events
- ▶ Development and implementation of location-specific advertising measures and sales promotion campaigns at the point of sale (over 80 locations)
- ▶ Support and maintenance of the company website
- ▶ Planning and design of visual products and communication media print and digital for the PoS
- ▶ Planning and executing photoshoots
- ▶ Marketing interface to external service providers/suppliers
- ▶ Contribute to the conception of social media and content strategies

2015

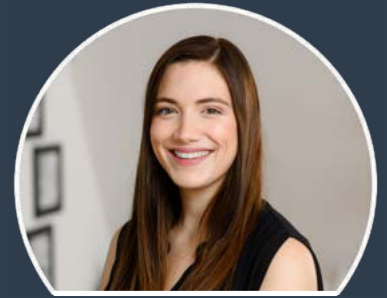
Sports event organizer

PROJECT LEAD MANAGER

Project lead management for the accompanying sports trade fair

- ▶ Overall responsibility for the organization, implementation and follow-up of the accompanying trade fairs
- ▶ Acquisition of exhibitors and sponsoring partners
- ▶ Interface management: Handling of locations, service providers/suppliers and exhibitors
- ▶ Set up and handle the registration process for trade fair exhibitors
- ▶ Responsibility for exhibitor and feedback management
- ▶ Creation of exhibitor information and order forms
- ▶ Maintenance of the customer database
- ▶ Creation of sponsorship contracts and partner agreements
- ▶ Support and control of external service providers and agencies
- ▶ Planning and implementation of the company's appearance at trade fairs and events
- ▶ Invoice creation

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Seminars

Online-Marketing kompakt
(Haufe Akademie, Ansgar Fulland, 2022)



Professionelles Content-Marketing
(Haufe Akademie, Heiko Willers, 2022)



Erfolgreiches Social Media Marketing
(Haufe Akademie, Lena Ramsteiner, 2022)



Corporate Magazines, Blogs und Corporate Podcasts
(Haufe Akademie, Ansgar Fulland, 2022)



Project Abstract

2012 - 2015



Provider of software solutions for intelligent voice technologies

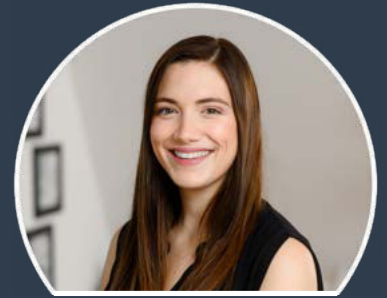
MARKETING & EVENT MANAGER

Coordination of all marketing activities

- ▶ Conception and creative implementation of advertising measures
- ▶ Maintenance of the website and the company's intranet
- ▶ Strategic planning and maintenance of social media profiles
- ▶ Production of editorial texts and press work
- ▶ Creation and management of marketing and communication materials
- ▶ Procurement and management of advertising material
- ▶ Control of external service providers/suppliers and agencies
- ▶ Contact person for cooperation with sales partners in the areas of marketing and events

Event management

- ▶ Conception, planning and implementation of creative advertising measures in online and print
- ▶ Organization, implementation and follow-up of trade fairs and events as well as on-site exhibition stand support
- ▶ Development of a trade fair booth concept
- ▶ Responsible for communication (online and offline) around events
- ▶ Creation of marketing and communication materials
- ▶ Procurement and management of advertising material
- ▶ Control of external service providers / suppliers and agencies including order processing
- ▶ Control of internal resources
- ▶ Budgeting and cost control
- ▶ Success monitoring and follow-up



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