



CONTROLLING | ANALYSE | ACCOUNTING

SANDRA SCHENKEL

THE CUSTOMER IS KING

Attentive listening is the basis for fully understanding the customer's problems and needs. This is the best way to provide strategic support where it is really beneficial and thus ensure the highest level of customer satisfaction.



[Learn more](#)

Project Abstract

2023 - 2024



Insurance company
(from the association of public insurance companies
and the Finance Group of Sparkasse)

PMO

Development and establishment of a new, efficient assistance system to systematically replace the old OPUS system

- ▶ Interface between internal and external stakeholders and C-Level
- ▶ Creation of status reports, change requests, logs and responsible for further documentation within the project
- ▶ Process management: analysis and documentation of actual processes and optimization of the same
- ▶ Coordination and planning of the use of existing resources
- ▶ Planning and organization of internal and external corporate communication
- ▶ Creation, implementation and evaluation of employee surveys
- ▶ Responsibility for controlling and budget projections calculations
- ▶ General project organization
- ▶ Operational support for project management

2022



Management Consulting
(for transformation and agile project management)

KEY ACCOUNT MANAGEMENT & CONTROLLING

Business Development

- ▶ Strategic positioning of the company within the market
- ▶ Carry out of benchmark analysis including the derivation of strategic measures
- ▶ Implementation of project and resource planning
- ▶ Evaluation of new and active sales opportunities including assessment of relevant project and resource-related dependencies
- ▶ Analysis of existing packaging - adjustment of price structures and content if necessary
- ▶ Further development of existing and development of new business areas, sales markets, products, customers and partners

Implementation of a KPI based sales system

- ▶ Implementation, evaluation and tracking of strategically relevant KPIs
- ▶ Set up of a controlling and reporting system
- ▶ Selection of useful and meaningful KPIs & evaluation cycles
- ▶ Automation of the evaluation process
- ▶ Drawing conclusions from KPIs including
- ▶ Development and implementation of corresponding optimization measures
- ▶ Ongoing optimization of sales processes



**SANDRA
SCHENKEL**

Industries

- Consulting ✓
- Automotive ✓
- IT ✓
- Insurance ✓

Skills

Key Account Management

Project management

Analysis & Forecasts

Project planning & calculation

Liquidity planning

Cross- & Upselling

Controlling & reporting systems

Accounting

Project Abstract

Key Account Management

- ▶ Building and maintenance of customer and business relationships
- ▶ Development and implementation of cross-selling and upselling measures
- ▶ Conducting contract negotiations
- ▶ Project planning and calculation of various projects

Accounting and Controlling

- ▶ Invoicing, credit and debit entries
- ▶ Carry out of the month-end closing including accounting and project-related controlling
- ▶ Carry out of analyses & forecasts through target/actual comparisons
- ▶ Process and weak point analysis and optimization of these
- ▶ Preparation of liquidity planning including continuous tracking
- ▶ Development of countermeasures

2019 - 2022

Software Company
(for 3D visualization)

KEY ACCOUNT MANAGER

- ▶ Support and strategic development of existing customers and key accounts
- ▶ Continuous expansion and maintenance of customer relationships
- ▶ Project planning and calculation of various projects (approx. € 1 million annually)
- ▶ Development and implementation of cross-selling and upselling measures
- ▶ Conducting purchasing negotiations
- ▶ Development of a contract management database
- ▶ Implementation, evaluation and tracking of strategic KPIs
- ▶ Acquisition in Germany and international
- ▶ Development of a controlling and reporting system
- ▶ Development of own customers with long-term growth potential

2017 - 2019

Automotive supplier
(one of the leading manufacturers of car and van tires)

ACCOUNTING & CONTROLLING

- ▶ Management of key accounts (e.g. AUDI, Daimler)
- ▶ Development and rollout of a contract management database
- ▶ Invoicing, credit & debit entries
- ▶ Implementation of the month-end closing incl. accounting and project-related controlling
- ▶ Responsibility for R&D monitoring & controlling
- ▶ Preparation of budget plans and sales forecasts as well as planning and implementation of resulting strategic measures



**SANDRA
SCHENKEL**

Tools

MS Power BI

Office 365 + MS Project

Pipedrive

ClickUp

Mural/Miro

Certificates

Key Accounts
professionell
managen
(Haufe Akademie, 2021)



Kommunikations-
und Medientraining
(DIKT, 2019)

