



# LENA SEITZ

## MARKETING & HOSPITALITY EXPERT

### WORK EXPERIENCE

#### ONLINE MARKETING CONSULTANT

Blue Summit Media GmbH, Munich

Regular Member of Staff | since May 2015

Working Student | Apr 2012 - Apr 2015

Online Marketing Intern | Jun 2011 - Oct 2011

- Developing SEO and content marketing strategies and concepts
- Ongoing consulting, project management and invoicing
- Coordinating partners and suppliers
- Creating monthly and quarterly reports
- Conducting workshops for clients on-site
- Teaching junior employees and holding inter-divisional trainings
- Writing best practice white papers and expert articles on SEO
- Supported Clients: i.a. Aktion Mensch, Telefónica Group, FC Bayern, Lufthansa Group

#### EVENT COORDINATION FREELANCER

G.R.A.L. GmbH, Munich | Feb 2010 - Jul 2014

- Event planning and on site event coordination
- Supplier coordination
- Designing prints and invitation management
- VIP guest and press handling
- Supervising event cash systems incl. staff responsibility

#### MARKETING INTERN

serviceplan campaign hamburg gmbh & co. kg | Nov 2011 - Jan 2012

- Key account management for TRILUX and NUK i.a.
- Developing concepts in close collaboration with clients
- Team assistant tasks, e.g. invoice handling, schedule coordination
- Reporting and benchmarks analysis
- Advert planning and briefing creation
- Personal Project: Designing a new pacifier packaging for NUK, aligning internal and external partners, preparing calculations and presentations

#### EVENT MANAGEMENT INTERN

G.R.A.L. GmbH, Munich | Sept 2009 - Jan 2010

- Planning and realizing events, congresses and meetings for clients such as Sony, Burda, Creditreform, Real I.S., SWM, KONEN
- Concept development, calculations, handling of external suppliers, set-up and dismantling planning, on-site coordination, accounting
- Personal Project: Planning and realizing the Christmas party for Posterjack, including concept development, calculation, presentation, invitation design and production, coordination of all suppliers, on-site supervision

### PROFESSIONAL SKILLS

Event Management  
Marketing and PR  
Trade Fair Management  
SEO and Content Marketing  
Feel Good Management

### PERSONAL SKILLS

Outgoing and sunny spirit  
Reliable and professional  
Organized  
Empathetic and team oriented  
Tech savvy  
Fast learner

### CONTACT

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80636 Munich  
P: +49 177 961 7449  
E: lena@seitz.rocks

### ABOUT

Born in 1988 in Traunstein  
Married, 2 cats

## SOFTWARE SKILLS

Microsoft Office  
IBM SPSS  
Adobe Creative Suite (Photoshop, Lightroom, Illustrator)  
Corel Draw  
WordPress  
HTML & CSS (basic knowledge)

## LANGUAGES

German (Native)  
English (Fluent, TOEFL 109/120)  
French (Conversational)

## VOLUNTEERING

Münchner Mentoren e.V. | since 2014  
Mentoring an unaccompanied minor refugee

F.A.S.T. e.V. | Mar 2008 - Jun 2012  
Federation of Active Students of Tourism Management

## PERSONAL INTERESTS

Travelling  
(trips to Australia and USA in 2017)

Hosting private events  
(such as dinner parties, group travels and weddings)

Cooking and experimenting with different cuisines

Art exhibitions and interior design

### PR INTERN

City Marketing Passau e.V. | Sept 2007

- Assisting with public relations, market research and promotional campaigns
- Survey evaluations, maintenance of press kits, event organisation

### GUEST RELATIONS INTERN

Passau Tourismus e.V. | Aug 2007

- Supporting visitors, making hotel bookings, editorial work, translations

### SEVERAL ACTIVITIES IN THE TRADE FAIR SECTOR, I.A.:

- Freelancer for Meplan GmbH (2011): Evaluating the quality of trade fair exhibitors as a "mystery trade fair visitor" as well as analyzing the results.
- Topic of bachelor thesis: „Best Practices for Trade Fair Exhibitors to Create an Efficient Application of Direct Marketing“

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## EDUCATION

### MASTER OF SCIENCE (M.SC.) BUSINESS ADMINISTRATION

- Munich University of Applied Sciences, Germany | Mar 2012 - Feb 2014
- Focus: Strategic marketing management and luxury marketing
- Grade 1.6

### BACHELOR OF ARTS (B.A.) TOURISM MANAGEMENT

- Munich University of Applied Sciences, Germany | Oct 2007 - Jun 2011
- Focus: Hospitality, exhibition and event management
- Grade 1.6

### ERASMUS SEMESTER

- Groupe Sup de Co La Rochelle, France | Feb 2009 - Jun 2009
- Studies of Intercultural Competences & Negotiation and achieving all required academic credits

### ABITUR

- Gymnasium Untergriesbach, Germany | 1998 - 2007
- Grade 1.7

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## ACCOMPLISHMENTS

### MEMBER OF THE EXPEDITION 2017 AT BLUE SUMMIT MEDIA GMBH

- Being one of 5 employees who were chosen for a 2-day off-site workshop with the two founders
- Submission requirements: Identifying weaknesses in staff satisfaction and creating a holistic feel good management concept to improve the work atmosphere at Blue Summit Media

### VARIOUS PUBLICATIONS

- Whitepapers, expert interviews and articles in online marketing media (please follow link)