



# Daniela Scheele

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## Personal Summary

An articulate, confident and professional marketer with more than five years of successful experience in marketing and brand building, achieving important results in brand awareness and social reach. Outstanding organizational, interpersonal and time management skills. An extremely motivated professional who worked in New York, London and Milan and speaks three languages – German, English and Italian. Looking for a position in Milan to move to my boyfriend.

## Marketing Experience

### Marketing Manager

- **Marketing strategy** and **brand building** for JBL, coordinating a team of specialists across Social Media, PR, Events, Trade Marketing, Training, and Promoters to increase brand awareness and revenues (increased by 38% vs Last Year).
- Coordinating the **media and digital campaign** buying and planning (ATL and BTL) and overseeing the development of campaign assets - TV, OOH and digital.
- Driving **trade marketing** plans & initiatives for online and in-store across retailers, identifying opportunities to strengthen brand consideration and awareness – supporting in the creation of displays, banners, brand tables and online brand pages.
- Managing **social media, digital and PR** to maximise reach & engagement across traditional press, Facebook, Instagram, and Snapchat.
- **Budgeting**: planning and forecast, market monitoring and analysis.
- Support the sales team in **pricing strategy and promotions** in order to be competitive in the local market.

### Senior Marketing Coordinator

- In charge of executing the **local marketing programs, NPI launches and brand building activities** involving relevant stakeholders and agencies ensuring all activities are visually in line with the JBL brand's values and within budget.
- Supported the development of **Customer Marketing Programs**, to increase brand positioning & awareness in store, aligned with the overall marketing plan.
- Managed the development of **marketing & POS materials** and **trade shows** concepts for 5 different countries (UK & NORDICs).
- Provided monthly **reporting and updates** on all marketing activities.
- Supported actively the creation of the local **digital strategy** with digital activities and content planning.

### Programming Manager

- Developed and managed competitive **content & promotion** activities in collaboration with all major & local studios.
- Support the marketing team to adapt the Italian **marketing & brand campaigns** to the German/Austrian market.
- Lead a team of external consultants.
- Support **Social Media activities** and the **CRM Team** in planning **brand & communication campaigns** to increase traffic & awareness.
- Analysed **online shopping & customer behaviour** to establish the consumer journey for the new website market place.
- Created template & content for weekly newsletter with offers and promotions.
- Established relationships with external partners for **promotional activities** (bundles, vouchers & on-pack).

### Assistant Brand Manager

- Support to the Brand Team in the implementation of Branding strategy, preparation of reports and presentations, organization of events.
- Re-Launch Project of Velvet Crunch: contributed to the project concept and execution. Coordination of external partners in order to evaluate KPIs and monitoring of the project execution.
- Sell- in/ Sell-out analysis, competitors' analysis, monthly reports, implementation of POS materials, monitoring of the samples and budgeting.

Harman International, a  
Samsung company

Consumer Electronics

London

2017 - present

Harman International, a  
Samsung company

Consumer Electronics

London

2016 - 2017

CHILI Cinema

Online Entertainment

Milan

2015 - 2017

KPSnacks, a  
Intersnack company

FMCG

London

2014 - 2015

## Marketing Executive

Managed the organization of multiple R&C Fashion Week Shows during New York Fashion Week including the creation of the store concepts, press kit and coordination of the lookbook photoshoot. Building strong relationships with key stakeholders, fashion bloggers, Hollywood stylists and fashion magazines to increase exposure. Managing the communication on Social network such as Facebook and Instagram.

## Academic Qualifications

### MA Marketing Management, 2013 - 2014

University of Westminster, London, UK  
Grade achieved: Distinction

### BA Media Management, 2007 - 2011

University of Applied Science RheinMain, Wiesbaden, Germany  
Grade achieved: 2.1

## Core Competencies

- Marketing Campaign Management
- Brand Building
- Trade Marketing
- Omnichannel media marketing
- Digital Marketing
- Project & Event Management
- Product Management
- Customer Marketing Programs Development
- Influencer Marketing
- Social media

## Languages

German: Mothertongue | English: fluent | Italian: fluent

## Computer Skills

Advanced user in Microsoft Office Suite - Outlook, Word, Excel and Power Point  
Proficient in Adobe Photoshop and InDesign  
Google Chrome, Windows Explorer, Firefox

## Other Interests

Reading, Skiing, Fitness, Travelling and spending time with friends.

REFERENCES AVAILABLE UPON REQUEST