Laura Heidelbeere, BA Musterpromenade 1, 4020 Linz

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**Personal Profile**

*I am creative, able to think out of the box and deeply rooted within the areas*

*of advertising and event marketing. I am highly determined, diligent and convincing.*

**Skills**

**Microsoft Office** Excellent **Adobe Creative Suite** Advanced

**HTML / CSS** Advanced **Apple Final Cut** Basics

**German** Native **English** C1

# Education

## 10/2007 – 09/2010 Fachhochschule Oberösterreich, Campus Steyr

**Studies:** Marketing and Electronic Business

**Thesis:** “Development and Introduction of E-Commerce Systems in Austrian SMEs”

**01/2008 – 07/2008** Semester abroad at University of Hong Kong

# Professional Experience

## 02/2015 – now Event Marketing

Musterfirma Informationsdienstleistung GmbH

Working as part of the Event Marketing team to organize a variety of small and large events.

Responsible for managing event timelines and meeting schedules.

Creating and managing e-mail marketing calendar for all event marketing efforts.

## 11/2007 – 12/2014 Account Manager

Werbeagentur Sonnenstrahlen

Responsible for newsletter marketing and new media project management. Contributing ideas for marketing and advertisement of new products and assisting in the development of sales pitches.

# References

Mr. Max Mustermann, former manager. **T:** +43680/4873458 / **E:** [m.mustermann@gmx.at](mailto:m.mustermann@gmx.at) Mrs. Mia Musterfrau, former manager. **T:** +43660/5432331 / **E:** [m.musterfrau@gmx.at](mailto:m.musterfrau@gmx.at)