# I am creative, able to think out of the box and

**LAURA HEIDELBEERE, BA**

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LH

*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)