



## Marei Gallus

Marketing Communications

✉ Friedhofstr. 94  
63065 Offenbach  
marei.gallus@gmx.de

☎ +49 176 45902068

🌐 www.marketei.de

### Professional Experience

04/2010 – today

Thermo Fisher Scientific (Langenselbold, Germany)

#### Marketing Communications Specialist & PPI Process Manager

Communications campaign planning, execution and success measurement in Central Europe for laboratory products and consumables. Subtasks: graphic design of marketing material, advertising, planning and organization of exhibitions, online marketing activities and internal communications. Work with agencies and other suppliers, in cross-functional and global teams. Duties as Process Manager PPI (Practical Process Improvement): train, support and facilitate teams during Kaizen events.

**Freelancer:** [www.marketei.de](http://www.marketei.de)

Marketing analyses and concepts, creation (concept/text and design) of advertising material

04/2008 – 04/2010

ALBAT+WIRSAM Software AG/ Glaston Group (Linden, Germany)

#### Marketing Communications

Project management, media planning, event and exhibition planning and organization, creation of brochures, flyers and presentations, mailings, advertising, public relations, market research, marketing controlling

07/2007-02/2008

**Work & Travel: boncaffé and OISE Language School** (Sydney, Australia)

Marketing analysis and concept for boncaffé & administration/ marketing at OISE Language School

08/2006- 06/2007

Wirtschaftsförderung Frankfurt GmbH (Frankfurt, Germany)

#### Project Manager Marketing

Promoting the city of Frankfurt in foreign countries for direct investment, development of marketing and acquisition strategies especially for the ICT branch, market and trend research, organization of events, development of marketing material, presentations in foreign countries, internal projects (e.g. implementing a CRM system and preparing a new website)

05/2004 – 06/2006

iriver Europe GmbH (Eschborn, Germany)

#### Sales Account Manager (10/2005 – 06/2006)

Sales and marketing in Spain, Portugal, Romania, Bulgaria, Poland, Cyprus and Malta. Product launches and distribution strategies for iriver products, pricing, planning and coordination of marketing activities, presentations for distribution partners and retail channels at exhibitions and conferences.

#### Sales, Marketing & CEO Assistant (05/2004 – 09/2005)

Sales and marketing reports, organization of events, creation of marketing material and presentations, back office

### Trainings

- **Process Improvement:** Practical Process Improvement (PPI) Business System Qualifications (Team Training, Facilitator Training, Process Champion Training, Process Manager Qualification) 2011-2014
- **Personal Skills:** Personal Coaching 2016-2017, Effective Communication in daily business 2015, Conflict Management 2014, Success Strategies for Women in Business Basic and Advanced 2014, Intercultural Training (Working effectively with US business partners) 2010
- **Software:** Adobe (CS 6) Illustrator 2012, Adobe InDesign Basic and Advanced 2013 as well as Tablet Publishing 2013

### About Me

Date of birth February-16-1981

Place of birth Gelnhausen

Nationality German

Marital status Married

### My Objective

After 13 years of marketing and sales experience in Germany and Australia, where I have gained expertise in project management, marketing below and above the line as well as sales, I am looking for a new challenge in the marketing field.

### Professional Skills

Adobe InDesign ●●●●●

Adobe Photoshop ●●●●●

Adobe Illustrator ●●●●●

Microsoft Sharepoint ●●●●●

Microsoft Office Suite ●●●●●

Microsoft Visio ●●●●●

Salesforce.com ●●●●●

### Language Skills

English ●●●●●

Spanish ●●●●●

French ●●●●●

### Personal Skills

Strategic Thinking ██████████

Creativity ██████████

Reliability ██████████

Engagement ██████████

Ability to Learn Fast ██████████



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### Internships

11/2003 - 03/2004

Siemens VDO Automotive AG - Babenhausen, Germany  
**Sales and Marketing Department**

07/2002 - 09/2002

UGW AG- Wiesbaden, Germany  
**Event Marketing Department**

07/2001 - 08/2001

Zweites Deutsches Fernsehen (ZDF) - Mainz, Germany  
**Communications Controlling Department**

07/2000 - 09/2000

Kendrion Systems- Wächtersbach, Germany  
**Quality Management Department**



### Education

10/2000 - 09/2003

**Cologne Business School/ University of Hertfordshire - Cologne, Germany**  
Media Business Administration in cooperation with the University of Hertfordshire with the final certificate as:  
BA Honours in Media Business Administration (2003) with Second Class Honours First Division (1.8)

**Study abroad at American Business School - Paris, France** (09/2002 - 01/2003)

**Bachelor's Thesis in Event Marketing - Wiesbaden, Germany** (01/2003 - 06/2003)

"Measurement of psychological effects on target groups of events"  
in cooperation with the Marketing Agency UGW AG (1.3)

09/1991 - 06/2000

**Grimmelshausen Gymnasium Gelnhausen, Germany**  
Higher education entrance qualification (2.6)



### Hobbies

**Music** Piano, Flute

**Dancing** Ballroom, Latin/ Salsa

**Sports** Running, Yoga, Skiing



04-10-2017