

qualification- and benefit profile:

education:

- study: business management administration "BWL"
- high school: A-level "Allgemeine Hochschulreife"
- apprenticeship: Wirtschafterin "state-certificate gastronomy manager"

branche proficiency:

- telecommunication: Deutsche Telekom stork corporation
- medical technology: BIOTRONIK Ltd & Co.
- event – management: Kempinski Congress Ltd
- quality management: Karstadt Warenhaus Ltd, SCK Ltd & CSG
- consulting: volunteer assignment

previous work experience and duties:

1) marketing

- analysing of relevant information on target markets
- compiling from economic efficiency calculation
- cooperating in the project "senior on line"
- piloting "constructor data bank" and "preparing project applications"
- organizing from a kick-off-event for the project "constructor service"
- defining requests for customer care und service
- agency briefing on advertising measures

2) ethno marketing

- specific target group marketing measures for turkey and russian customers

3) marketing research

- empirical studies of consumer behaviour of russian community in Berlin
- empirical studies of tenant contentment for "Beamten-Wohnungs-Verein zu Berlin e.G."
- preparing analysis using SPSS programmes for Windows and AnswerTree