

Personal Information

Name: **Julia Romer**
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Portfolio: <http://www.leelakin.com/code/>

Employment History

- Aug 2015 – Dec 2015 **Studying JavaScript, jQuery, Bootstrap, HTML/5, CSS/3, AngularJS**
Implementation of websites and portfolio using above languages and framework, further deep diving into the subject matters of Mobile First, Responsive Design and ReactJS.
- Aug 2014 – July 2015 **Paid Search Manager at MVF Global**, London
Planning, Structuring and Management of Digital Marketing Campaigns on AdWords, Bing and Nanigans.
Advanced Excel utilisation, work with SQL.
People Management Training, Data Visualisation Training.
Work with UK, European and international markets and big clients like Fleetmatics and Open University.
- (Jan 2014 – Jul 2014 travel)
- Apr 2013 – Dec 2013 **Senior PPC Executive at MVF Global**, London
Digital Marketing for German and UK markets.
Strategic planning and structuring of AdWords and Bing campaigns.
Advanced Excel utilisation, dedicated Google advisor correspondence, Marin bid management.
In-house workshops on SEO, Facebook marketing, Media Planning, Display and foreign search engines.
- Nov 2011 – Feb 2013 **Online Marketing Executive at HouseTrip**, London
Extensive **Google** one-on-one Marketing training in regular seminars at Google headquarters in London and Zurich, as well as best practise training and digital strategy planning.
Responsible for planning and management of German-speaking market SEM accounts with large budgets;
Planning, implementation and management of travel Mobile Campaigns across global markets; Kenshoo bid management.
AdWords PPC strategy development and implementation, mass data analysis and visualisation. Analytics with Pentaho.
- May 2010 – Jul 2010 Tutor / **Assistant Designer** at the **Institute of Transportation Design** in Brunswick
Automobile display and pictogram design; project-based
- Jul 2009 – Oct 2009 Internship as **Junior Concept Artist at Playbox Inc.**, Liverpool
Project-based work on Wii, Playstation 3 and computer games concerning concept art, 3D concept modelling, level design and user interface design.
- Jun 2004 – Mar 2005 **Online Editor** at TV channel **Sat.1** for SevenOne Media, Berlin
Management of several websites and projects; online marketing campaigns in collaboration with different departments and external partners.
Copywriting, creating websites and scheduling on-air commercials; collaborating with Marketing and On-Air Promotion departments on TV production elements and advertising campaigns.

Education

Jun 2011 **M.A. degree** (First Class Honours) in **Media Studies, Media Technology and Law Studies**

by the University of Technology and the University of Arts in Brunswick, Germany
The Media curriculum offered insight into different theoretical approaches to new media like Marketing, Audience Psychology, E-Commerce and Cultural Studies.
Next to Law Studies, my studies at the University of Technology covered courses on Mathematics, Physics, Electrical Engineering and the principles of Computer Science.

Other Technical and Artistic Skills

Concept development and design of websites, logos, brand concepts and game environments.
Editorial writing skills and seminars on text and teaser writing.
Eloquent and communicative with a grasp of several languages;
Extensive work with various 2D graphics programmes (such as Photoshop, Illustrator), freehand drawing, basics in 3D programmes (Rhino, 3DS Max).
Art portfolio: http://www.leelakin.com/code/portfolio_index.html

Languages

English (fluent)
German (native)
Spanish (conversational)
French (conversational)
Chinese Mandarin (basic)
Latin (medium certificate)

Other Interests

Drawing and illustration, travelling, learning new things, horseback riding, Badminton, reading, photography, gaming, writing, food

Last updated January 3rd, 2016