

## PERSONAL DATA

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### Corinna Schmidt

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Date of birth: 8<sup>th</sup> October 1981  
Place of birth: Marburg, Germany  
Nationality: German

Websites: [www.schmidt-interim.de](http://www.schmidt-interim.de) (under construction)  
[www.coco-catfight.de](http://www.coco-catfight.de)

## INTERIM WORK EXPERIENCE/FREELANCE - SELF-EMPLOYED

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03/16 - now

### Interim Marketing and Change Manager

Schmidt Interim, Meckenbeuren, Germany, [www.schmidt-interim.de](http://www.schmidt-interim.de) (under construction)

Schmidt-Interim is my interim management unit. Since 2016, I have been working as an interim manager in the field of marketing and marketing communication, strategy, project management and change management. Hereby I support industrial companies and SMEs with my all-round expertise in temporary assignments - both operational and strategic.

### INTERIM MANDATES/LONGTERM PROJECTS:

06/18 - 11/19

### Interim Senior Marketing Manager EMEA

J. Wagner GmbH, Markdorf, Germany, [www.wagner-group.com](http://www.wagner-group.com)

#### Responsibilities:

- Advising the Head of Marketing Decorative Finishing on strategic planning
- Analyzing markets and developed the communication strategies (B2B and B2C)
- Generating and managed marketing activities
- Developing press releases for trade press
- Creating technical and sales-promoting product summaries
- Developing social media strategies B2C and B2B
- Advising the marketing team on dialogue marketing

10/16 - 01/18

### Interim Senior Marketing Manager, Consultant

Wienerberger GmbH, Hanover, Germany, [www.wienerberger.de](http://www.wienerberger.de)

#### Responsibilities:

- Creating and implementing effective sales communication for all company brands
- Creating and planning communication strategies
- Establishing brand management for umbrella brand and sub-brands
- Leading campaign management
- Supporting trade fair and event management unit
- Managing external service providers such as agencies, journalists, print offices etc.

03/16 – now

**Freelancer**

coco catfight, comm & konz, Meckenbeuren, Germany, [www.coco-catfight.de](http://www.coco-catfight.de)

I have been working in the advertising, marketing and communication environment for over 15 years. I am the founder and creative art director of coco catfight - comm & konz. comm & konz stands for the fields I focus on: communication, conception and creative consulting. Together with my network I support companies in strategy, conception and creation: In content strategies and creation, digital marketing, social media and social recruiting, brand management, campaigning, sales communication, customer loyalty activities and classic advertising - crossmedial 360° across all channels (offline and online). I consult clients ranging from small businesses to agencies and industry, create cross-media strategies, conceive, create and manage network partners, agencies and service providers.

**LATEST LONGTERM FREELANCE MANDATE:**

06/18 - 11/19

**Freelancer**

ALPENBLICKDREI Werbeagentur GmbH, Tettwang, Germany, [www.alpenblickdrei.com](http://www.alpenblickdrei.com)

Responsibilities:

- Working directly with clients to develop advertising strategies
- Managing graphic designers and developers in an art director's function
- Creating strategic communication plan
- Implementing content management and produce content
- Managing external service providers such as programmers, printers, publishers, photographers, journalists and other agencies

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## WORK EXPERIENCE - EMPLOYED

09/15 - 02/16

**Sabbatical**

02/14 - 08/15

**International Brand / Product Manager in Strategic Marketing**

Bircher Reglomat AG, Beringen, Switzerland, [www.bircher-reglomat.com](http://www.bircher-reglomat.com)

Responsibilities:

- Redefining the marketing and product strategy in line with current market trends/needs and competition for two product ranges
- Managing sales and marginal return targets
- Providing strategic key account management for global clients and accounts
- Developing, transferring and composing effective marketing (communication) activities
- Supporting the global distribution units

10/10 - 12/13

**Head of Marketing Communication**

Geberit Vertriebs GmbH, Pfullendorf, Germany, [www.geberit.de](http://www.geberit.de)

Responsible for:

- Managing a € 6 million budget
- Developing and managing projects in the area of internal and external marketing and marketing communication processes B2B and B2C for the product range Geberit AquaClean (shower toilets)
- Managing internal staff and external service providers (like agencies, print offices, etc.)
- Developing national marketing communication strategies based on the business objectives and marketing goals, that support the international Geberit AquaClean B2C campaign
- Generating marketing communication activities B2B and B2C (BTL and ATL, online and offline)
- Supervising all media planning, develop sales forecasts, and evaluate success based on the established KPIs
- Planning and organizing trade fairs and events B2B and B2C
- Creating technical content and press releases

- 04/10 - 09/10      **Key Account Manager**  
Inhaus AG, Heerbrugg, Switzerland, [www.inhaus.eu](http://www.inhaus.eu)
- 03/08 - 02/10      **Head of Marketing (CMO)**  
Birk GmbH, Nuertingen, Germany, [www.birk.de](http://www.birk.de)
- 03/07 - 02/08      **Creative Art Director and Head of Department**  
Neumeyer ADVERTISING, Singen, Germany, [www.neumeyer-werbung.de](http://www.neumeyer-werbung.de)
- 07/04 - 02/07      **Advertising Manager and Art Director, Head of Department**  
SeminarPool GmbH, Singen, Germany, [www.platzhirsche.net](http://www.platzhirsche.net)
- 07/01 - 06/04      **Junior Art Director / Designer**  
Prinz & Partner Advertising Agency, Marburg/Lahn, Germany, Website no longer available.

## EDUCATION

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- 09/01 - 10/03      Akademie fuer Absatzwirtschaft (AFAK), Kassel, Germany  
Major: Marketing (including business administration, advertising, sales promotion etc.)
- Degree: **Bachelor Professional in Marketing Communication**  
                         **Certified Marketing Communication Specialist**  
                         Certified Graduate in front of the Conference of the Academies,  
                         Diploma of Marketing Communication; Rating: 1.4
- 09/91 - 06/01      Stiftsschule Sankt Johann, Amoeneburg, Germany,  
                         **Humanistic High School Diploma**; Rating: 1.7

## LANGUAGE SKILLS

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- German:            Mother tongue  
English:            fluent  
French:             Basic knowledge  
Italian:             Basic knowledge  
Latin:                Qualification in Latin ("Big Latinum")

## SOFTWARE AND APPLICATION SKILLS

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MS-Office: Word (excellent), Excel (very good), PowerPoint (very good), Outlook (very good),  
MS Access (Basic knowledge), MS Project (Basic knowledge)

Adobe Creative Suite: Adobe InDesign (very good), Adobe Photoshop (good - very good), Adobe Illustrator (good), Adobe Acrobat Professional (very good)  
QuarkXPress, Freehand, PageMaker (good)

\*\* all with Mac or PC

CRM und CMS Systems CRM/ERP: Organice (good), CAS (good), Navision (good), Sangross (good), Lexware (good), ELO Office (good), SAP R3 (good)

CMS: Typo3, WordPress, Weblication (only backend editing) (good - very good)

Project management: Diverse in-house solutions (very good)

## RELEVANT ADDITIONAL TRAINING

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Business English Course, Inlingua, 60 Units (2020)

Google Design Thinking (2019)

New basic data protection regulation DSGVO, 1-day, Hamburg Media School (2018)

Online Marketing Camp, 4 days, Hamburg Media School (2018)

Design Thinking Working Class (2017), Dark Horse, Berlin

## INTERESTS

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Cooking and fusion cuisine, exploring cities and new countries, architecture and interior design, photography, fashion, leisure sports, 80's music, American and Scandinavian crime TV shows, intercultural networking, supporting female and LGBTQ visibility and rights.