



VANESSA HOFMANN

Technical Consultant / Project Lead Publishing / Media Designer

Mission Statement:



Through inspiration, ideas, support and entertainment, I try to convince the world of new media.

A atypical nerd. A lover of so many things. First and foremost coffee and motorcycles. Google. Chocolate. The smell of gasoline. Social Media. Dogs. Interior design. Did I mention chocolate? And so much more.

I became a Digital Consultant or Content Manager through a rather atypical way. I don't have a bachelor's or even a master's degree. I'm a trained media designer. However, the technology behind many products has always magically attracted me and the web has fascinated me since I was able to listen to the sounds of the 56K modem in the 1990s.

So it was clear that I would specialize in web, which is why I improved my skills as a lateral entrant frontend engineer after completing my training in April 2014. However, it quickly became clear through my open and communicative nature, that I wanted to do more than just code and began to put down my roots in project management.

Due to many (great) private circumstances, I ended up in beautiful Switzerland, where I have been able to work, inspire, organize and advise first at NeidhartSchön AG as Digital Consultant and now since 2 years at FREITAG lab AG as Digital Publisher and 1st Level Web Support Member.

As a digital publisher, I design UX compatible landing pages and publish SEO-optimized content to constantly increase our reach on the Word Wide Web. In collaboration with our stakeholders, I create campaigns and product pages and evaluate their success in order to constantly optimize them.

GET IN TOUCH

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EDUCATION

- 2004 Intermediate school leaving certificate
- 2004 - 2007 Trainee in Retail/Sales
- 2009 - 2012 Trainee as a digital & print media designer

EXPERTISE

basic.html.basic.css.adobe.creative.suite.ms.office.consulting.design.project.leadership.e-commerce.typo.content-management-systeme(wordpress/drupal/commercetools/contao etc.).quality.management.web.development.digital.marketing.agile.project.management.seo.data.analytics.software.as.a.service.google.analytics.web.support.content.publishing.

MORE SKILLS

- 19 successful go live from 2022 - 2024
- 110% that I give to my job every day
- 4 different languages in which I can order food
- 1 creative person doesn't give life a job, but gives the work he does a touch of life. (according to my mum)

CERTIFICATE



OPEN CERTIFICATE

EXPERIENCE

Oct 2022 - present
FREITAG lab AG

Digital Publisher & 1st Level Web-Support

Creating, updating and optimizing landing pages and content on freitag.ch with several content management systems as commercetools and Drupal
Creating and sending newsletter
1st level support: Receiving frontend bugs (program errors) and small adjustments from stakeholders, as well as checking the priority
2st level support: Understanding, reproducing and analyzing the frontend bugs, testing possible solution strategies

Dec 2018 - Oct 2022
NeidhartSchön AG

Technical Consultant/Project Lead Digital Publishing

Consulting/conception in structure/usability for digital financial reports, coordination, documentation, budget planning of financial projects
Interface between customers, design department and front-end development
Testing of WordPress and system programming
Tracking and web analysis with Google Analytics

Mar 2016 - Dec 2018
carhs.training GmbH

Digital Creator / Media Designer

Event management for the automotive industry
Content management of the corporate website with Contao Contao template maintenance
Creation of mailings and newsletters
Graphic design and layouts for conferences

Apr 2014 - Feb 2016
redcoon.de

Shop Management / Frontend Engineer

Design and programming of landing pages
Interface online store and content creator
Project support in marketing

Aug 2012 - Mar 2014
Salus BKK

Media Designer/Graphic Design/ Layout

Updating the Corporate Website
Design of Print Media
Coordination, budget planning and quality assurance post-production

EDUCATION

Aug 2012 - Mar 2014
Konrad Triltsch GmbH

Training as a digital & print media designer

Design and technology Automation of DTP typesetting
InDesign JavaScript
Prepress