

# MARCEL HARMSSEN

## DIGITAL SOCIAL MEDIA CONSULTANT


Digital Marketing freelancer,  
with over six years experience, based in  
Germany. Creating new online social  
media strategy, tailored Social Media  
posts, or a full social media  
performance management



## SPECIALIZATIONS

- Social Media Management
- Content Writing
- Community Management
- Brand Messaging
- Analytics
- Website Design

## CONTACT

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## WORK EXPERIENCE

### Performance Marketing Manager at an Agency with over 150 Employees

- Tailored marketing services
- Digital marketing strategies and implementation
- Campaign structure and client communication
- Paid social media advertising

### Leading Marketing Manager App - Startup

- Coordinate team of four People
- Implementation of significant working structure
- Monitoring and realizing all marketing campaigns
- Paid social media advertising

## EDUCATION

### International Business School Nürnberg

DIPLOMA OF INTERNATIONAL BUSINESS  
ADMINISTRATION, GENERAL MANAGEMENT

- Transform theoretical knowledge, about the business sector into specific expertise
- Improve personal appearance and presentation skills
- Unique experiences and learn about the cultures of other countries, by studying there

### University of Sunderland

BACHELOR OF ARTS (HONS) IN BUSINESS  
MANAGEMENT 2016

- Strategic Management of Human Resources
- Management of Projects
- Strategic Management Accounting
- Contemporary Developments in Business and Management