

### about

**Digital Marketing & Funnel Specialist** with a background in creative design and performance marketing.

Experienced in building **full-funnel lead generation systems**, including **paid advertising, landing pages and CRM automation**.

Combining strategic thinking with hands-on execution to create **marketing systems that generate and convert leads**.

### work experience

#### Digital Marketing & Funnel Specialist

Performing Systems — 2025

- Built and managed 25+ lead generation funnels for premium fitness studios
- Developed campaign concepts and executed Meta Ads campaigns
- Designed and optimized landing pages for conversion
- Implemented CRM systems (HubSpot) and automation workflows (Zapier)
- Contributed during a period of strong agency growth and industry recognition

#### Freelance Web Designer

Self-Employed — 2023 – Present

- Designed and built websites for small businesses and personal brands
- Focused on clean design, structure and user experience
- Delivered landing pages and digital presence solutions

#### Graphic Designer

I\*AM Intelligent Design — 2020–2024

- Created visual concepts and assets for digital and print campaigns
- Worked on branding, employer branding and product communication
- Designed social media ads, large-format print and marketing materials
- Collaborated with creative teams and brand stakeholders

### contact

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### skills

Campaign Strategy & Execution

Lead Generation & Funnel Development

Landing Page Design & Conversion Optimization

Performance Marketing (Meta Ads)

CRM & Marketing Automation (HubSpot, Zapier)

Ad Creative & Digital Design

WordPress & Elementor Development

### education

**Media Designer (IHK Certified)**

Vocational Training in Media Design

**Design Diploma – LSOD Leipzig**

### tools

Meta Ads Manager      Figma

WordPress      Adobe Photoshop

Elementor      Adobe Illustrator

HubSpot      Adobe InDesign

Zapier      Adobe AfterEffects