

## **Personal Detail**

postal address: Germany, St. Rochusweiler 13a, 41844 Wegberg  
New Zealand, 38 Joblin Road, RD1, Silverdale 0994

phone: +64 22 089 5064  
email: [nancy@schommertz.com](mailto:nancy@schommertz.com)  
website: [nancy.schommertz.com](http://nancy.schommertz.com)

## **Objective**

Solution focused problem solving professional with an exceptional understanding of complex issues and technical problems with a passion to support start-ups and small family businesses.

Proficient in business development, project management, conceptual design, content & data structure, marketing communication & web design for SMEs.

Solid knowledge of European data security regulations.

Strong understanding of the importance of cultural differences and diversity and how to accommodate them (living in western part of Germany, being born and raised in Eastern Germany, calling New Zealand second home for a few months each year).

## **Skills**

languages: English - general to advanced professional proficiency  
German - native  
French - basic skills

Project management: Asana, Trello, Jira, Slack

Marketing tools: Mailchimp, SendinBlue, ActiveCampaign, Meta Business Manager/Suite, SEO/SEA & Performance Marketing tools (Google Analytics, Google Tag manager, Google AdWords), Campaign management

Design & Concept: Photoshop, Illustrator, Lightroom, Adobe XD, Adobe Express, Indesign, Firefly, Artbord.studio

Web design: VS Code, Git, Mamp

CMS / Online shops: WordPress, WordPress Plugin eco system, WooCommerce, Shopify, Issuu

Web technologies: HTML, CSS, CSS frameworks Bootstrap & Tailwind, PHP & JS - can read and write but no problem solving programming, solid understanding and usage of templating engines like Smarty, Vue, NuxtJS, React, Angular, Swelte, Vue components, MySQL basic knowledge

Basic overall IT system knowledge.

## **Key competences**

- strong, clear communication skills
- stakeholder management
- management and leadership experience
- decisiveness
- self motivation (positive attitude, initiative, reliable, committed, self-confident)
- cooperation (overview, big picture, intuition, interpersonal expertise (social intelligence), emotional intelligence)
- solution oriented and focused
- structured and prioritised working method

## **Main achievements**

Development and shaping of a healthy company with a continuously very high level of customer satisfaction. // digital noises

Long-term strong client relationships based on trust in expertise and resulting outcomes and successes.

## **Work experience / professional development**

Freelance Consultant Focus on marketing & sales	since 2006
digital noises // Florian Schommertz Web & advertising agency Freelance consultant digital marketing, Project management & conceptual design for small & medium size web projects and software development	since 2006
Budget ALAG Automobil AG, Dreieich, Germany Financial Services / Fleet management / B2B Key account Manager south-west Germany	2004 - 2006
Daimler Chrysler Vertriebs GmbH Mercedes-Benz branch office Dresden Sales manager	2002 - 2004
LHS Leasing- und Handelsgesellschaft Branch office Dresden Financial Services / B2B Fleet management Consultant, field staff Fleet management Customer service	1999 - 2002 1998 - 1999
Karstadt AG, branch office Minden Retail Department manager in training, co leadership of 5 departments	1997 - 1998

## **Qualifications**

Graduate in business administration	1997
Business Administration Studies, specialisation in trade (Wholesale and Retail) University of cooperative education Sachen, SSA Dresden	1994 - 1997
Professional Qualifications:	
ongoing online courses on Project management systems and Web development, LinkedIn & Udemy	ongoing
Assessment of creditworthiness, annual financial statements and analysis of the balance sheet, LHS Leasing- und Handelsgesellschaft	2001
Human resource Management and Leadership, Karstadt AG	1998
Aptitude of instructors, chamber of commerce and industry Dresden	1997

## **Achievements**

Experts group - strategic project work - product development LHS Leasing- und Handelsgesellschaft	1999 - 2002
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References on request.