



SARAH PFUNDSTEIN

DIGITAL
MARKETING

CONTACT

✉ sarah.pfundstein@gmx.de

EDUCATION

2016 - 2020

UNIVERSITY OF APPLIED
SCIENCES UTRECHT

- Bachelor of Arts with Merit
- International Communication and Media

2018

CONCORDIA UNIVERSITY

- Minor in Design

SKILLS

Project Management, Copywriting,
Data Analysis, Visual Storytelling,
Adobe Photoshop, Canva, Email
Marketing (MailChimp), Wix &
Shopify, Excel, PowerPoint, Paid
Ads Platforms, AI Tools
(ChatGPT, Midjourney), Strategic
Thinking, Presentation Skills

LANGUAGES

- English
- German
- French
- Dutch
- Spanish
- Vietnamese

CERTIFICATES

Google Search Ads (2022)

Google Analytics (2022)

PROFILE

Digital marketing professional with creative and analytical skills. Proficient in e-mail marketing, copywriting, photoshop, campaign management, and project coordination. Fluent in four languages.

WORK EXPERIENCE

- **Digital Marketing Freelancer** 2024-Present
Delmar Jewelers & Created Forever
 - Create and design e-mail newsletters
 - Develop SEO-optimized blog content
 - Manage and maintain Shopify and WordPress websites
 - Paid CPC & Display ads management
- **Marketing Coordinator** 2022 - 2024
Delmar Jewelers (E-commerce)
 - Overseeing digital marketing campaigns like search and display ads on e-commerce platforms
 - Project management
 - Providing creative direction for exhibitions and photoshoots
 - Analyzing campaign data and generating insightful reports
 - Developing e-commerce and content marketing strategies for B2B clients
 - Copywriting for monthly MailChimp newsletters and WordPress blog
 - Managing social media platforms
 - Editing videos and facilitating live streams
 - Ensuring consistent brand representation across vendor platforms
- **Vacuum Barrier Systems** 2021-2022
Sales Representative
 - Technical sales of Liquid Nitrogen dosers
 - Communicating with clients in English, German, Dutch, and French
 - Managing projects from initiation to completion
 - Overseeing order fulfillment processes
- **Translation & Design Freelancer** 2019 - 2020
Marketing Bright (remotely)
 - Translating Dutch into German
 - Creating visually appealing infographics
- **German teacher** 2015 - 2016
Unesco
 - German teacher at a middle school in Hanoi, Vietnam