



BRAND EXPERIENCE | COMMUNICATION DESIGN | CONTENT CREATION

NINA A. EDER

AVAILABLE FOR: REMOTE PROJECTS GLOBALLY | LOCAL PROJECTS U.A.E. ONLY

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ABOUT ME

MY WHY:

"I believe that communication is key - no matter in which area of life. Crafting the right message for the right audience, to be able to touch people's emotions and evoke positivity through that, that's what I'm most passionate about and what inspires me to work hard every day."

WHO I AM:

I'm a skilled sales & marketing professional specialized in premium brand experiences, originally from Germany, living & working in Dubai since 2014.

WHAT I'M GOOD AT:

Delivering inspiring and unforgettable brand/customer experiences. That includes brand strategy consulting as well as planning, designing, managing and executing well-developed projects across diverse industry segments.

MY EXPERIENCE:

>3 years of experience in different sales & aftersales roles, >10 years of experience in a variety of corporate marketing topics incl. customer brand experience, communication design, content creation, digital marketing, hospitality, event planning and project management, >5 years working experience in the Middle East with local and international clients. Fluent in German, English, Spanish & Portuguese.

WHAT I ENJOY:

Good coffee, great books, an exhausting workout, honest food, discovering places, learning new things.

STRENGTHS

- Dedicated & Persistent
- Unconventional Solutions to Complex Problems
- Analytical & Structured Thinking
- Output-Driven & Target-Oriented
- Creative with Eye for Details
- Empathetic & Self-Aware
- High Sense of Responsibility
- Self-Motivated & Stress-Resistant

SKILLS

COMMUNICATION

- Strong interpersonal skills
- Leadership qualities
- Culturally sensitive

LANGUAGES

- German
- Spanish
- English
- Portuguese
- French

TECH SKILLS

- MS Office Suite
- CMS:
 - wordpress.org
 - shopify.com
- Google Products:
 - Analytics
 - AdWords
 - Search Console
- SEO Tools: SEMRush, Ahrefs, MOZ
- Operating systems: Mac OS X, Windows
- Other: Salesforce, Mailchimp
- Various Social Media Tools
- Video Editing: FCPX
- Graphic Design: Affinity Suite

PORTFOLIO

CONTENT CREATION - WRITING, EDITING & VIDEO SUPPORT

- Engaging & convincing sales, marketing and educational copy
- Search engine optimized (SEO) blog/web page content
- Advertising slogans
- E-mail marketing campaigns & newsletters
- Video: Scripts for short videos (e.g. reviews on YouTube)

BRAND STRATEGY IN THE DIGITAL ERA

- SEO Consulting: Technical, On-page, Off-page Best Practices
- Communication Design
- Brand Strategy & Digital Marketing Consulting

WEB DEVELOPMENT & DESIGN

- Setup & customization of small to medium scale websites & blogs in *wordpress.org* and e-commerce shops in *shopify.com*
- Design audit & consulting for an optimized customer experience on existing websites

CUSTOMER BRAND EXPERIENCE, CORPORATE EVENT PLANNING & EXECUTION (U.A.E. ONLY)

- PR automotive events e.g. ride & drive events
- Product launches
- Roadshows
- Premium customer brand experiences e.g. mall activations
- Exhibition stands
- Conferences, workshops & trainings

EDUCATION

INTERNATIONAL BUSINESS & ECONOMICS (M.SC.)

University of Hohenheim, Stuttgart, Germany, October 2011 - March 2014

BRANDS I'VE WORKED WITH

P&G EUROPE, MYSTIPENDIUM.DE, FINTECH AD, PORSCHE MEA, JAGUAR LAND ROVER ME, TEC DUBAI, AUDI AG, MERCEDES GERMANY, MINI GERMANY, FORMULA 1, GERMAN FOOTBALL ASSOCIATION (DFB), UEFA CHAMPIONS LEAGUE, RED BULL GERMANY, CAMPARI GERMANY, BAMBI AWARDS

**PORTFOLIO | SELECTED CLIENTS |
FREELANCE PROJECTS**

COPYWRITING | SEO



P&G EUROPE

COPYWRITING - PRODUCT SLOGAN

Localized Product Slogan Creation in German for new FMCG Product in D-A-CH Region



ONELINE - MARKETING AGENCY

COPYWRITING/SEO - WEBSITE CONTENT

Copywriting (German) for completely redesigned website of an Online Marketing Agency based in Switzerland

www.one-line.ch



SENZORO

COPYWRITING - WEBSITE CONTENT

Copywriting (German) for completely redesigned website of Tech StartUp w/ Product that boosts Productivity in Automotive Manufacturing Industry

www.senzoro.com

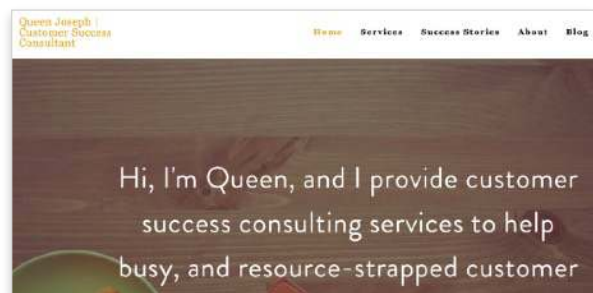


MYSTIPENDIUM.DE

COPYWRITING/SEO - WEBSITE & BLOG CONTENT

Copywriting (German) of 150+ Unique & Educational Pieces of Content (long-form and search engine optimized) for the largest scholarship search engine in Germany

www.mystipendium.de



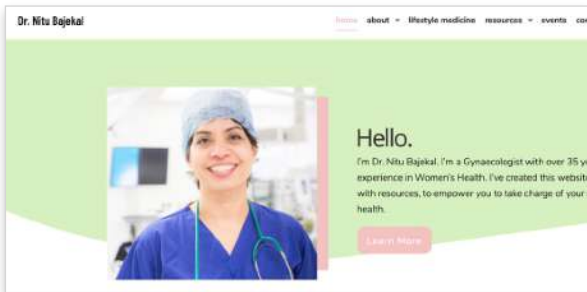
QUEEN JOSEPH

COPYWRITING - WEBSITE CONTENT

Copywriting for completely redesigned website of a Customer Success Consultant for SaaS Products

www.customersuccessqueen.com

WEB DEV + DESIGN | BRAND STRATEGY | COPYWRITING | SEO



DR. NITU BAJEKAL

BRAND, WEB DEV + DESIGN

Web design & development for Gynaecologist w/ focus on Lifestyle Medicine based in London

www.nitubajekal.com



ROHINI BAJEKAL NUTRITION

BRAND, WEB DEV + DESIGN, SEO

Brand Strategy Consulting as well as Complete Web design & development for plant-based Nutritionist & Lifestyle Consultant based in London

www.rohinibajekal.com



MR. TALISMAN SKINCARE

BRAND, WEB DEV + DESIGN

Brand Strategy Consulting + Redesign of Shopify Store for plant-based Skincare Brand for Men

www.mrtalisman.com

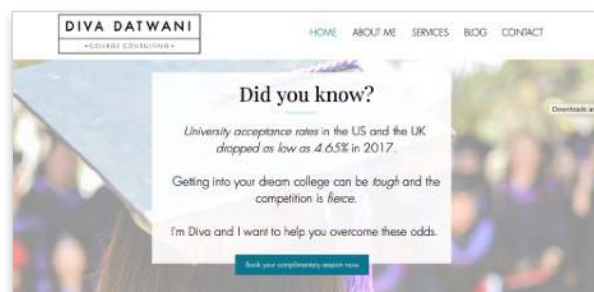


A GORGEOUS SOUL

COPYWRITING, BRAND, WEB DEV + DESIGN, SEO

Brand Strategy Consulting, Complete Web Design and Content Creation (all website content incl. on-going blog post writing + e-mail marketing campaigns) for Mindful Lifestyle Blog targeting Healthy Habits & Self-Care for women.

www.agorgeoussoul.com



DIVA DATWANI COLLEGE CONSULTING

COPYWRITING, BRAND, WEB DESIGN

Brand Strategy Consulting and complete Redesign of Online Presence plus Copywriting for College Consultant targeting UAE-based students attempting to get into Ivy League Schools

www.divadatwani.com

CUSTOMER BRAND EXPERIENCE | CORPORATE EVENT PLANNING & EXECUTION [U.A.E.]



FINTECH AD

EVENTS - TECH STARTUP CONFERENCE

Project Coordinator at 2nd FinTech Event in Abu Dhabi, 3-Day Tech StartUp Conference



TEC DUBAI

EVENTS

Project Manager for various Marketing Activities and Media Events



AUDI MIDDLE EAST

STRATEGY, CORPORATE EVENTS

Sales Strategy Consultant

- Product Marketing Workshops
- Dealer Meetings & Conferences



PORSCHE

PORSCHE MEA

EVENTS, CUSTOMER BRAND EXPERIENCES

Project Manager for various events & activations such as

- Product Launch Event of Porsche Cayenne MY2019 in Abu Dhabi
- Porsche GT3 Turbo LEGO Customer Experience at Dubai Motorshow 2017
- Porsche GT3 Challenge at Dubai Autodrome



JAGUAR LAND ROVER ME

EVENTS, CUSTOMER BRAND EXPERIENCES

Project Manager for various events & activations such as

- "The Art of Performance Tour" Roadshow through various Middle Eastern Countries
- Jaguar F-Type Experience at YMC, Partnership Announcement 2016, PR Event at Yas Marina Circuit Abu Dhabi
- JLR Marketing Conference at YMC, Middle East Dealer Conference in Abu Dhabi

CUSTOMER BRAND EXPERIENCE | CORPORATE EVENT PLANNING & EXECUTION (GERMANY)



MINI GERMANY

PR EVENT

Freelancer at PR Event: International Media Launch of New Mini Countryman & New Mini Paceman, Ride & Drive Week, Copenhagen Denmark



MERCEDES & DFB

BRAND - AD SHOOT COORDINATION

- 2014 FIFA World Cup Ad Shoot with German National Team, responsible for Mr. Joachim Löw (National Team Coach) for the day, Munich Germany
- UEFA Euro 2012 Ad Shoot with German National Team, responsible for Mr. Oliver Bierhoff (National Team Business Manager) for the day, Munich Germany



Audi
Vorsprung durch Technik

AUDI AG

EVENTS, CUSTOMER BRAND EXPERIENCES

Freelancer at a variety of Product Launches and PR Events such as

- Audi A3 e-tron Global Product Launch & International Dealer Meeting, Berlin Tempelhof Germany
- Audi R8 Product Launch & International Dealer Meeting, Sevilla Spain Racetrack
- Annual Audi Hahnenkammrennen, Kitzbühel Austria
- Audi Q3 Local Product Launch, Stuttgart Germany
- Audi 24 Hours of Le Mans, Le Mans France