

# LISA KRAUSS



## PERSONAL

- Name**  
Lisa Krauss
- Address**  
Hofweg 23  
71640 Ludwigsburg
- Phone number**  
+49 176 609 353 47
- Email**  
info@lacasita-life.de
- Date of birth**  
02-05-1990
- Place of birth**  
Bad Dürkheim
- Gender**  
Female
- Website**  
<https://www.lacasita-life.de/text-und-konzeption>
- LinkedIn**  
<https://www.linkedin.com/in/lisa-krauss-mscmarketing/>

## INTERESTS

- Personal Development, mindset, modern spirituality
- Traveling
- Yoga & Meditation
- Social Media & Online Marketing
- Project Management
- Friends & Family
- Reading
- Dancing
- Outdoor Sports

## LANGUAGES

- German ★★★★★
- English ★★★★★
- Spanish ★★★
- French ★



## WORK EXPERIENCE

- Sep 2020 - Present **Founder**  
**LACASITA Holistic Life, Ludwigsburg**  
LACASITA Holistic Life focuses on holistic and mental health, consisting of two different brands, operating online and offline.
  - AquaCasita - Processesing and energizing of drinking water
  - LACASITA - Tools for a mindful lifestyle
- Feb 2018 - Aug 2020 **Marketing Manager**  
**VISCOPIK GmbH, Munich**
  - Head of marketing, leading a team of six employees and part-time freelancers
  - Holistic Social media and content marketing
  - Online Marketing (SEO / SEA, website design, email marketing)
  - Strategic planning and controlling of marketing activities, incl. Budget
  - Event management (press events, trade fairs, congresses, internal launch events)
  - External presentations about the company, the brand and the products
  - PR management
  - Partnership marketing and project management of projects with major corporate customers
- Sep 2017 - Feb 2018 **Asisstant Brand Manager AVEDA**  
**Estée Lauder Companies Inc., Munich**
  - General Brand Management AVEDA, DACH market
  - Managing of partnership marketing activities with retail partners
  - Managing and coordinating product launch projects, incl. forecasts
  - Planning & implementation of visual merchandising
  - Internal and external presentation of marketing strategies
- Nov 2016 - May 2017 **Assistant Brand Manager, Nanogen Hair Care**  
**Pangaea Laboratories Ltd., London**
  - Managing of retail partnership marketing
  - Delivery of strategic brand activities across all channels to reposition the brand
  - Holistic Social Media Coordination from strategy to content creation
  - Coordination of global brand events (B2B and B2C)
  - Monitoring and reporting of brand performance
  - Global Market Research for Hair Care
- Nov 2015 - Nov 2016 **Assistant Trade Marketing Manager - Schwarzkopf Professional**  
**Henkel Ltd. UK and Ireland, London**  
Beauty Care Professional
  - Launching of product innovations from creative brief to final implementation
  - Presentation of marketing strategies
  - Events Branding (e.g. Salon International and British Hairdressing Awards)
  - Development of monthly sales plans
  - Project management (NCA- and Social media campaigns, trade fairs)



## EDUCATION AND QUALIFICATIONS

- Sep 2021 - Jul 2021 **Master of Science - Management with Marketing**  
 Edinburgh Napier University, Edinburgh

Innovation Management, Consumer Behaviour, Sales Management, Research Methods

**Master's Dissertation in Consumer Behaviour Marketing:**  
 "An investigation into how packaging of high-value cosmetics influences Generation Y's buying behaviour"
- Sep 2013 - Aug 2015 **Master of Arts - International Management**  
 Aachen University of Applied Sciences, Aachen

Focus in Consumer Marketing and Sales

International Management, Brand Management, Consumer Marketing, Sales Management, International Supply Chain Management, Servicemanagement, Business Intelligence

**Master's Dissertation in Consumer Behaviour Marketing:**  
 "An investigation into how packaging of high-value cosmetics influences Generation Y's buying behaviour"
- Sep 2009 - Aug 2013 **Bachelor of Arts - International Business Administration and Foreign Trade**  
 University of Applied Sciences Worms, Worms

Internationale Finance, Accounting and cost management, Innovation management, Entrepreneurship, Human Resource and Organization management, International Marketing, International Supply Chain Management and Logistics

**Bachelor's Dissertation in Marketing and Sales:**  
 "Online versus offline shopping: Interactions of multi-channel sales"



## SKILLS

- Microsoft Office ★★★★★
- Adobe Illustrator ★★★★★
- Adobe Photoshop & Lightroom ★★★★★
- Adobe InDesign ★★★★★
- Instagram, Facebook, LinkedIn ★★★★★
- YouTube ★★★★★
- Google Workspace ★★★★★
- Jira ★★★★★



## REFERENCES

References available on request.