

ANNA LENA MAERZ

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Visa: H-1, eligible for E7

EDUCATION

Westfaelische Wilhelms Universitaet

Bachelor of Science; Major: Business Administration

Specialization in Marketing

Relevant Courses: Digital Marketing, Consumer behavior & Content creation, International Business and Management of global cooperation, Bachelor Thesis about Influencer Marketing

Muenster, Germany

10/2020-07/2024

Hanyang University- Seoul, South Korea

Semester abroad

Achievements: Certification of Excellency, 1st place in Marketing Competition

Seoul, South Korea

03/2023-06/2023

WORK EXPERIENCE

Plant Café Seoul

Social Media Marketing Manager

Seoul, South Korea

12/2024-now

- Managed the café's social media accounts, growing engagement by **5%** and increasing follower count by **1,000, in two months**, through consistent, creative content.
- Developed and launched new seasonal and promotional menu items, creating buzz on social media and increasing customer interest.
- Created compelling content for delivery apps, driving increased online orders and maintaining a consistent brand presence across platforms.
- Ensured continuous visibility for the café by curating strategic campaigns and content, keeping Plant Café top-of-mind within the local community.

PROJEKT EXPERIENCE & COLLEGE INVOLVEMENT

GoGoHanguk (Marketing Strategy Experience)

Student Consultant/ Marketer

Seoul, South Korea

03/2023- 06/2023

- As part of the Consumer Behavior & Contents Creation class, improving the marketing strategy.
- Targeted a more significant consumer base, by analyzing the current market situation and making a new marketing strategy with an improved social media feed
- Expected to increase loyal customer base by 1,000 people and increase their social media accounts by at least 5,000 people

Hanyang English Communication Club

To improve general speaking proficiency in Korean as well as English

Seoul, South Korea

09/2022-09/2023

SKILLS & CERTIFICATIONS

Languages: German-native, English-fluent, Korean-B1 level

Language Certifications: TOEIC score- 960

Korean Language course at Hanyang University – Seoul, South Korea

- Completed level 1 & 2 and participated in level 3

Skills: Microsoft Office (Excel, Powerpoint, Word), Canva, Photoshop, CapCut

Certifications: Google Analytics Certificate, Photoshop Certificates (University of Muenster)

ADDITIONAL

Interests: Skincare, Fashion, Makeup, Travel, learning about different cultures, discovering new foods, horse riding, fitness