

ALINA LUISA SCHROEDER

Amsterdam | email: alinaluschroeder@gmail.com | mobile: 0061412831067 | portfolio: alinaluisaschroeder.weebly.com/
 LinkedIn: <https://nl.linkedin.com/in/alinaluisaschroeder>

Enthusiastic, creative and highly attentive professional for visual marketing, who loves working in an international context. Through previous job experience, my apprenticeship and current studies, I have had the opportunity to work extensively with various marketing related subjects, and have excelled in team-based projects as well as individual work.

PROFESSIONAL EXPERIENCE

**references upon request*

Ipsos Synovate, Amsterdam

Interviewer February 2014 - June 2015

- Conducting interviews and surveys, to provide clients with invaluable information
- Market Research

Peek&Cloppenburg KG Hamburg, Muenster

Full-time Designer for Visual Marketing February 2013 - March 2013
 Apprentice in the Department of Visual Marketing March 2011 - January 2013

- Developed and realised visual marketing concepts for the whole department store including shop floor and shop windows
- Visual Merchandising on general sales floor, as well as in shop-in-shops, according to the respective brand's visual guidelines
- Sales Promotion for advertised goods and company's own apparel
- Tasked with market research responsibilities and trend forecasting, and associated target market features
- Sourced and maintained material and props for sales promotion in store and smaller marketing events
- Participated in the organization of marketing store events, responsible for hosting guests, and specifically accountable for issuing marketing materials (brochures, giveaways etc.)

Peek&Cloppenburg KG Hamburg, Muenster

Sales Assistant in the Men's Shirt and Knit Department October 2008 - March 2011

- Customer advice and sales
- Visual Merchandising
- Maintaining of inventory and new goods

EDUCATIONAL BACKGROUND

Amsterdam Fashion Institute, Netherlands

International Fashion & Management September, 2013 - 2017
 Bachelor degree: Textile Technology
 - Exchange Semester at Queensland University of Technology July – November 2015

Adolph-Kolping-Berufskolleg, Muenster, Germany

Apprenticeship Certification Exam
 Score: 86 March 2011 – Completed
January 2013

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Gymnasium Wolbeck, Muenster, Germany

University Entrance Diploma

August 2001 – June 2010

- Exchange Programme at DSC Colegio de Alemán,
Concepción, Chile

March 2008 – August 2008

SKILLS

IT Skills

Advanced skills: MS Office (including MS Word, MS Excel, MS PowerPoint)

Proficient Skills: Adobe Creative Suite (including InDesign CS6, Illustrator CS6, Photoshop CS6)

Languages

German (Mother tongue), English (fluent written and spoken), Spanish (basic)