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### **Professional Background:**

- Long term experience in designing complex websites and applications - including projects for the mobile internet.
- Managing the realization of complex projects, like the relaunch of high performance websites and data base driven web applications.
- Personally developed a small content management system, and team task/workflow management tool, which is in production use today.
- In-depth understanding of the technical premises of dynamic web applications.
- Worked as head of editorial staff for many years, gaining expert-knowledge in managing and directing a team.
- Wide range of activities in cooperation management resulted in broad range of experiences in understanding and handling the needs of clients and partners.

### **Skill Summary**

- Strong ability to harmonize the perspectives of engineers, content producers and economics in a project.
- Broad experience with content management systems, and integration of diverse content sources into dynamic web sites.
- Ability to identify the needs of web projects in terms of underlying structures and to convert them into manageable technical descriptions.
- Experience in managing projects within limited resources and tight deadlines.
- Expert Knowledge in directing a team.

### **Professional Career**

April 07 – today      Editor in chief for prinz.de (100.000 monthly unique users and 5 million page views currently)

*Architectural design of the website. Definition of the functional requirements and data flows and integration. Director of the relaunch project, coordinating technical and advertising departments. Building up the editorial staff, definition and organization of the workflows to run the website. Acquisition and coordination of cooperation partners.  
Responsible for the development of the website's popularity and revenues.*

Jan 06 – march 07      Vice editor in chief at TOMORROW FOCUS AG, responsible for the websites max.de, amica.de, tvspielfilm.de, fitforfun.de, tomorrow.de and cinema.de with a reach of app. 80 million monthly pageviews

*Responsible for the product development, conceptual design of the website and special applications such as a photo/video community and a site for location based*

*services. Organization of the workflows to run the websites, coordinating technical departments.*

May 05 – Jan 06 Vertical manager and head of editorial staff for the multimedia-related websites of the TOMORROW FOCUS AG.

*Responsible for the revenues, acquisition and management of cooperation partners and the advertising department.*

Oct 02 – May 05 Head of editorial staff focus.de/digital, tomorrow.de, cinema.de, tvspielfilm.de in the TOMORROW FOCUS AG

*Architectural Design of cinema.de and tvspielfilm.de. Director of the site's relaunches and coordination of the technical department. Development of new applications.*

Oct 99 – Oct 02 Head of editorial staff for cinema.de and tvspielfilm.de in the TOMORROW INTERNET AG

Mar 99 – Oct 99 Editor for the NEUE REVUE, weekly nation wide magazine

Feb 97 – Feb 99 Journalistic apprenticeship in the MAGAZIN VERLAG HAMBURG, host of a weekly and two monthly magazines

Design and realization of the magazine's initial web presence.

### **International Internships**

Mar 95 – Apr 95 Internship at OUEST-FRANCE, Daily Newspaper in Caen, France

Nov 93 – Apr 94 Internship at EL CONDOR, monthly nation wide magazine, and at DIARIO EL SUR, local daily newspaper in Santiago/Concepcion, Chile

### **Education**

Dec 96 1. State Examination for High School teacher in Spanish, French and Educational Sciences. Hamburg, Germany.

Oct 91 – Nov 96 MA in Linguistics of Roman Languages, and MS in Educational Sciences, University of Hamburg, Hamburg, Germany.

### **Technical Skills**

Web programming (Php/Mysql), audio-visual editing Tools (Photoshop, Premiere), Web development tools (Dreamweaver), Office programs

### **Languages**

German, French, Spanish, English