

FABIAN A. STAMMEN

Copywriter | Marketing Strategist | Journalist

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WORK EXPERIENCE

Labbox, Pristina, Kosovo

Senior Copywriter & Marketing Manager | 4/2022 - Present

- ❖ Establishing brand strategy
- ❖ Establishing the brands tone of voice on all channels
- ❖ Formulation and implementation of leading marketing strategies
- ❖ Formulation and implementation of a newsletter strategy
- ❖ Formulation of brand expansion strategies
- ❖ Creation of automated and manual customer online communication
- ❖ Creation of website content
- ❖ Creation of online-ads and advertising prints
- ❖ Selection and administration of brand partnerships and collaborations
- ❖ Conceptualization of product pages and their content
- ❖ Participation in product development

Bosque, Berlin, Germany

Senior Copywriter & Junior Marketing Manager | 9/2018 - 5/2022

- ❖ Establishing the brands tone of voice on all channels
- ❖ Thematic curation and creation of the biweekly newsletter content
- ❖ Thematic curation and creation of weekly blog articles
- ❖ Conceptualization of product pages and their content
- ❖ Conduction of interviews for blog content
- ❖ Creation of website content
- ❖ Creation of online-ads and advertising prints
- ❖ Creation of automated and manual online customer communication
- ❖ Lead in creative direction and brand strategy
- ❖ Formulation and execution of marketing strategies
- ❖ Selection and administration of brand partnerships and collaborations
- ❖ Event management and Public Relations

Tekla, remote

Freelance Copywriter | 4/2020 - 5/2020

- ❖ Translation of website content (100+ pages) from english to german
- ❖ Translation of online customer communication
- ❖ Transformation of the existing tone of voice to suit a german-speaking audience

Dandy Diary, Berlin, Germany

Fashion Journalism Intern | 11/2019 - 1/2020

- ❖ Independent creation of daily website publications
- ❖ Research and schedule of publication topics based on current trends
- ❖ Conduction of several interviews
- ❖ Administration of merchandise inventory and logistics
- ❖ Participation in creative direction and event management

Zitty/tip, Berlin, Germany

Journalism Intern | 2/2018 - 4/2018

- ❖ Creation of magazine articles (online and print)
- ❖ Editorial of magazine articles prior to publication
- ❖ Conduction of interviews
- ❖ Attendance in city board meetings for investigative purposes

Libelle Magazin, Düsseldorf, Germany

Freelance Copywriter & Journalist | 4/2017 - 2/2018

- ❖ Creation of magazine articles
- ❖ Conduction of interviews
- ❖ Attendance in city board meetings for investigative purposes
- ❖ Creation of the weekly newsletter content
- ❖ Administration of inventory and logistics

EDUCATION

Hochschule für Technik und Wirtschaft, Berlin, Germany

Bachelor of Arts in Museology | 10/2018 - Present

Bosque GmbH, Berlin, Germany

Traineeship: Copywriting and Marketing | 9/2020 - 3/2021