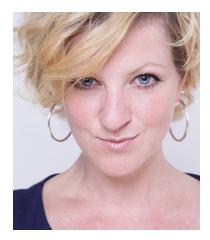
Curriculum Vitae Astrid Kramer, M.A.



Date of Birth: 9th august 1977, Annweiler am Trifels **Current position:** Digital Strategy & SEO Consultant /

Speaker / Moderator

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Mobile: +49 162 – 411 63 59

Personal Profile

Astrid Kramer is a creative and open-minded Consulting Professional with advanced knowledge in information management disciplines. She has more than ten years experience in online marketing, focused on search engine optimization and usability and a proven ability to combine strategy with entrepreneurial change and people. She is an experienced teamleader with an outstanding managing and organizational talent and a strong ability to carry others along with her.

Experience

- Teamlead: managing and training of Consultants, Junior Consultants and Trainees
- Recruitment of new talents
- Support of internal project management and development of structures and strategies
- Inhouse workshops
- Detailed SEO audits of client websites to identify issues and make recommendations to maximize search engine visibility
- Usability testing (thinking aloud, eye tracking, cognitive walkthrough)
- Landingpage creation based on neuromarketing and usability knowledge
- Coordination with internal/external parties to resolve technical SEO and usability issues
- Analysis of natural search traffic to develop SEO strategies
- In-depth keyword research and target group analysis
- Brandbuilding and reputation management via organic search, SEA and social media
- Detailed competitor analysis (Tools: Sistrix, Searchmetrics, Similarweb, Compete, Alerts)
- Development of integrative cross channel online marketing strategies

- Planning and organization of internal and external trainings
- KPI identification, management and reporting on a regular basis
- Training of external parties
- Speaker and host at conferences (SMX Munich, Bertelsmann Chairman's Roundtable, SEOkomm, Conversion Camp, OMCap, Lokalrundfunktage, BVH, B2B Marketingkongress, SEOCampixx...)
- Teacher at private training centers (Good School, Hamburg Media School, AFS, Bertelsmann Academy)

Career

Astrid Kramer Consulting | Freelancer

strategical SEO Consulting

- SEO audits & Inhouse enabling
- UX Consulting
- Interim Management
- Landingpage creation
- Project management

jacobi&jacobi GmbH | Managing Partner

jacobi&jacobi is a management consultancy focused on strategical online marketing founded by Bianca Jacobi and Astrid Kramer

- SEO audits & workshops
- Evaluation of business models
- Landingpage creation
- · Cross channel online marketing campaigns
- Project management

staats consult | Freelancer

strategical SEO Consulting

- SEO audits & Inhouse enabling
- Interim Management
- Landingpage creation
- Project management

Teamleader & SEO Consultant

TRG - The Reach Group GmbH, Hamburg

- SEO audits & workshops
- Managing and training of Consultants, Junior Consultants and Trainees
- Recruitment of new talents
- Support of internal project management
- development of internal structures and strategies

since 05/2017

03/2013 - 04/2017

08/2011 - 04/2013

05/2010 - 07/2011

Head of Performance Marketing

SAR - Agentur GmbH & Co. KG, Saarbrücken

- building up the SEA and SEO department
- SEO workshops for small and midsize businesses
- Development of internal structures
- Training of sales forces

Managing Partner

Infoceed GmbH, Saarbrücken

- Webdesign & SEO
 - Usability Consulting

Trainee Public Relations & Online

Medienentwicklung und Filmförderung Baden-Württemberg

- Online editing
- · Media monitoring
- Event management

03/2008 - 05/2009

06/2006 - 05/2007

03/2007 - 02/2008

Education

Saarland University Magistra Artium

10/2000 - 01/2007

Major in Information Sciences, Minor in Legal informatics, 2nd minor in Social Psychology Grade: 1,3 (German Grading System)

Postgraduate studies: Specialist for corporate management, IHK

09/2007 – 07/2008 Degree: Best of State

Skills

Language: German (native), English (fluent), French (fluent), Spanish (basic)

Tools: Sistrix, Searchmetrics, SEMrush, Similarweb, Google Analytics, Google Search Console, Google Keywordtool, Office, Screaming Frog SEO Spider, Onpage.org, Optimizely, Google Optimize, Facebook Business Manager, Photoshop, Jira

Webpublishing: HTML, CSS, PHP (basic), Wordpress, Joomla

References

Florian Stelzner (florian.stelzner@wngmn.de)

Founder & CEO at Wingmen Online Marketing GmbH

"Astrid is one of the most professional SEOs out there. You can rely on her thorough methodical and technical know-how on anything related to search engine optimization and you can be sure that everything she recommends will work out nicely."

Simon Zeimke (simon@zeimke.com)

Online Marketing Manager bei dbh Logistics IT AG

"Astrid is a highly professionel SEO Consultant and a very good speaker at conferences. It was a pleasure to work with her as I learned a lot about SEO, video & image SEO from her."

Sebastian Cario (sebastiancario@gmail.com)

Digital Growth Consultant

"Working with Astrid was a huge inspiring pleasure. She has outstanding knowledge of search engine optimization and works perfectly both with colleagues and customers. I would like to work with her anytime again!"

Pascal Fantou (pf@cogito-ergo.eu)

CEO cogito ergo Business Development

"Astrid is a powerful speaker at conferences. I had the chance to work with her on different events like SMX and SES. She always catched the full attention of the audience balancing education and enternainment very well. I would never hesitate if get the chance to work with her in any project."

Gero Wenderholm (Gero@Wenderholm.de)

Online Marketing Expert

"Astrid is an extremly talented SEO Consultant with an special expertise in several subjects, as there are video & image optimization or Googe News. She has also proven an excellent team coach and well organized ressource manager. She is very dependable and it is a pleasure, working with her."