

## Curriculum Vitae Astrid Kramer, M.A.



**Date of Birth:** 9<sup>th</sup> august 1977, Annweiler am Trifels  
**Current position:** Digital Strategy & SEO Consultant /  
Speaker / Moderator  
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### 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.

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### 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, Lokalfunktag, BVH, B2B Marketingkongress, SEOCampixx...)
  - Teacher at private training centers (Good School, Hamburg Media School, AFS, Bertelsmann Academy)
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## Career

### **Astrid Kramer Consulting | Freelancer**

since 05/2017

strategical SEO Consulting

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

### **jacobi&jacobi GmbH | Managing Partner**

03/2013 – 04/2017

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**

08/2011 – 04/2013

strategical SEO Consulting

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

### **Teamleader & SEO Consultant**

05/2010 – 07/2011

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

**Head of Performance Marketing** 03/2008 – 05/2009  
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** 03/2007 – 02/2008  
Infoceed GmbH, Saarbrücken

- Webdesign & SEO
- Usability Consulting

**Trainee Public Relations & Online** 06/2006 – 05/2007  
Medienentwicklung und Filmförderung Baden-Württemberg

- Online editing
- Media monitoring
- Event management

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## 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

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## 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 professional 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 caught the full attention of the audience balancing education and entertainment 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 extremely talented SEO Consultant with an special expertise in several subjects, as there are video & image optimization or Google 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.”*