

Warren Laine-Naida

Project Manager / Digital Consultant







CONTACT

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SOCIAL

-  warrenlnaida
-  warrenlnaida
-  wlainenaida
-  Warren_LaineNaida

RELATED SKILLS

Google products, social media channels, mailchimp ...

wordpress, drupal, bitrix, joomla, typo3, & imperia CMS

ubercart, shopware, magento, woocommerce

php, html, javascript, css, python, mysql, xml

Adobe Design products

OBJECTIVE STATEMENT

With over 20 years of experience in both online communication and offline marketing, I am very interested in being a part of your team. My wish is to continue developing my Digital Sales and Marketing competence in B2C and B2B projects. My diverse and international experience in project management and conception, and online marketing fit perfectly to your needs as well as today's market requirements. Let me take care of the nuts and bolts of your online tools so you have more time to care for your customers in real-time.

EXPERIENCE

Vetoquinol GmbH, München | Digital Marketing Manager DACH 11.2018 – 05.2019

Vetoquinol is a leading manufacturer of dietary supplements for dogs, cats, horses and farm animals with branches in 25 countries. My responsibilities included the relaunch of Brand websites, relaunch support of the online shop project, management and integration of Google products, DACH member of the international digital team, and development and implementation of the digital marketing strategy.

- Setup and administration VTQ digital channels
- Online Marketing VTQ Products and Services
- Further development of all brand websites
- Implementation and further development of VTQ content strategy
- Conception and implementation of content marketing
- Analysis of market and competitive developments
- Further development of shop and e-commerce measures
- Direct contact for online agencies and service providers

Warren Laine-Naida Web Consultation | Freelance 01.2017 – present

Website and communication tools conception, development, and realisation of online projects. Workshops for individuals and teams on digital transformation and website development. Social media and online advertising and content management consultation, campaign development and management. Diverse clients in Germany, UK, and Saudi Arabia in private and public education, research, and business.

- Digital consultation, online communication development
- Website concept, design, development
- Responsive, device agnostic, consultation and strategy
- Strategy and coordination with partner agencies
- Project Management, Account Management
- Online Marketing and Advertising campaign development

EDUCATION

Google Certified

Adwords, Mobile, Designer
2018-2019

Linux, Apache, MySQL, PHP

Fernuniversität Hagen, online
2015-2016

Python

University of Michigan, online
2015

Game Developer Certificate

Macromedia Germany
2001

Web Developer Certificate

Epos Academy Germany
1999

Red Seal Journeyman Chef

Stratford Chef School
1993

BA English

University Western Ontario
1991

Marketing Certificate

Douglas College
1987

LANGUAGES

English (native speaker)
German (very good)
French (entry level)
Russian (entry level)

COMMUNITY

VHS Oldenburg, Teacher
2017 - present

Hacker School, Teacher
2014 - present

University Club, President
(JUB) 2009-2010

University Club, Treasurer
(JUB) 2007-2009

Jacobs University, Bremen | Web Services Manager

09.2004 – 02.2011 / 05.2012 – 12.2016

Jacobs University Bremen is a private, independent research university offering accredited degree programs in engineering, the natural sciences, humanities, and social sciences. The web services manager is responsible for community support, teaching, management of the web services team, coordination with IT, web editors, and vendor management.

- Website relaunch in 2004, 2009, 2014
- Support and monitoring of more than 350 microsites
- Implementation of workshops in WordPress and Drupal CMS
- Conception, design and implementation of online media campaigns
- Technical web and social media support for the community

Honey Design, London | Web Project Manager

04.2011 – 04.2012

HONEY Design is a full-service agency with clients such as Huron College, Kings College, Brescia College, London Health Sciences, Dancor, Clera, and Labatt. Online services provided, and projects realized included re-branding strategies, SEO and google adword campaigns, branded social media campaigns, CMS development and training, e-commerce systems, interactive tours, and videos.

- Development and presentation of RFPs
- Conception, structure, design and implementation of digital projects
- Project, Team, and Budget management

AD&D, Munich | Project Manager New Media

01.2000- 08.2004

AD&D and AD&D Interactive serviced both print and online clients such as Columbia Pictures, Adelholzener, Europa Fachpresse, Buena Vista, Gore and Siemens.

- Conception, design and realization of movie trailers, banner campaigns and websites in flash and html
- Conception, design, and realization of games

Graffiti (Springer & Jacoby), Munich | Web Designer

03. – 12.1999

Graffiti had offices in Munich and Hamburg, and serviced clients including IDG Entertainment, NTV, Telekom, Loewe und DAB. The Online Sales and Banking Services of Direkt Anlage Bank were originally developed by Graffiti. Programming, Web Design, and Flash.

- Conception, Design, and Programming of Online Campaigns
- Banner Campaigns for various clients

REFERENCES (further references available upon request)

Dr. Torge Schmidt

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