

Sophie A. Jager

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Education

Master of Science in Entrepreneurship & Innovation (Dual Degree Programme)

April 2023

Hult International Business School | San Francisco, USA

Master of Science in International Marketing

August 2022

Hult International Business School | London, UK

- Awarded the 'Women in Business' & 'Global Professional' scholarships in 2022.
- Dean's List Spring 2022.
- Member of the Hult Student Association (HSA).
- Member of the Hult Ambassador Programme.

Bachelor of Arts in International Business & Management

July 2021

Henley Business School | Reading, UK

- Awarded the Reading Experience and Development Award in 2020.

Professional Experience

Crossmedia | Düsseldorf, DE

June 2023 – Present

Media Consultant. Advise, coordinate, and support local and international clients with the creation and implementation of digital and traditional media strategies.

- Analysing client briefs, and developing media plans accordingly for online and traditional media (e.g., social media, display, print, OOH, etc.).
- Consulting clients on the optimum media strategy to attain their business' marketing goals.
- Working cross-functionally to manage client support by planning, implementing and optimizing campaigns that achieve best possible performance results.

The Fourth Angel | London, UK

June 2022 – August 2022

PR Account Support Intern. Assisted the consumer team across 9+ client portfolios to ideate and build strong media communications strategies and campaigns to boost client digital and non-digital media presence.

- Conducted competitor analysis (including analysing market trends and structures, and developing customer profiles) to help create new and innovative media strategies for 9+ clients.
- Monitored daily news stories and social trends, and created and presented media alerts and press releases in response to these occurrences for clients.

Hotels.com, Expedia Group | London, UK

July 2019 – July 2020

Marketing Intern. Partnered with Visa and Wells Fargo to design and implement the marketing activities involved in the launch of the Hotels.com® Rewards Visa® Credit Card in the US-market.

- Implemented an agile work methodology, and supported the Marketing Manager in ideating, planning, creating, launching, and continuously analysing marketing campaigns for the Credit Card product launch.
- Worked cross-functionally with global teams to deliver 40+ digital and physical marketing assets, including acquisition emails, programmatic display advertisements, TV advertisements, brand photography and direct mail.
- Responsible for communicating and implementing Hotels.com's brand identity across 7+ digital and traditional marketing channels and customer touchpoints.

Relevant Projects

Future Mindset & Challenge, Hult International Business School | London, UK

March 2022 – May 2022

- Developed a creative business solution to help combat fast fashion waste using an AI software system that re-introduces old textiles back into the production line, limiting textiles being landfilled.
- Delivered a pitch presentation to a panel of 5 investors, and achieved second place amongst a total of 8 teams.

Additional Information

Languages: English (Native), German (Fluent), Dutch (Conversational).

Relevant technologies: Social Media Business Managers (Meta, TikTok, Pinterest), DV360, Smartly, Google Ads, Microsoft Office, Wix web-design, SPSS, Trello, Asana.