



## ABOUT ME

- Strong Communicator
- Highly Structured
- Creative Ideas
- Strategic Thinking
- Quick Comprehension
- Intercultural Experience

## CONTACT

Elisabethstrasse 22,  
80796 Munich

+49 15785609214

tabathakempf@hotmail.de

www.tabathakempf.com

## SKILLS

- SEO
- Copywriting
- Concept Development
- Social Media
- Marketing Strategy
- E-Mail Marketing
- Photo/Video Editing
- Creative Writing

## LANGUAGES

- German: Native
- English: Business Fluent (C2)
- Spanish: Intermediate (B1)

www.tabathakempf.com

# TABATHA KEMPF

SEO-Copywriter | Marketing Expert

## PROFESSIONAL EXPERIENCE

### Copywriter & SEO Expert

Freelance (clients such as RECUP, CURAPROX, etc.)  
since 2015

- SEO-analysis & individual SEO-guides for clients
- copywriting (short copy and long copy)
- researching and writing SEO-based articles
- reviewing & optimizing existing content
- developing strategic marketing concepts
- translations (GER-EN and EN-GER)
- project management
- identifying client needs and supporting clients from various industries (health, sustainability, lifestyle, etc.)

### Copywriter & Concept Developer

Buchinger Wilhelmi, fasting clinic, Lake Constance  
2022 - 2023

- full responsibility for copywriting (SEO-optimized magazine articles, copy for websites, social media, newsletter, press releases, print, etc.)
- concept development for marketing measures across various channels
- onboarding & guiding junior colleagues
- developing & implementing marketing strategy
- English translations
- editing & optimizing existing content

### Online Editor

Polarstern, green energy supplier, Munich  
2018 - 2021 (Junior: 2018-2019, Regular: 2019-2021)

- managing the online magazine (research, SEO, writing articles, CMS implementation, analysis)
- SEO-analysis & optimizing existing content
- full responsibility for e-mail marketing (strategy, creating content, dispatch, automations, A/B testing, reporting, analysis)
- strategic cross-media content planning
- full responsibility for video content (concept, shooting, editing, upload, monitoring, analysis)
- social media & media planning
- responsible for setting and reaching OKRs
- project management in Asana

### Editorial Manager

TERRITORY, marketing agency & Bertelsmann subsidiary, Munich

2016-2018 (Trainee: 2016-2017, Junior: 2017-2018)

- managing clients from several industries (FMCG, telecommunication, lifestyle, tourism, etc.)
- client presentations and pitches

## TECHNICAL KNOWLEDGE

- MS Office / Google Suite
- Google Analytics (Certified)
- Sistrix
- Asana
- CMS-Tools: Typo3, WordPress, Squarespace
- E-Mail: Cleverreach, MailChimp
- Photo/Video Editing: Canva, Adobe Photoshop, Adobe Premiere, Adobe InDesign
- Basic HTML

## INTERESTS

- Travel
- Yoga/Pilates
- Creative Writing
- Animal Welfare
- Design

- strategies & concepts
- social media management (planning, content creation and account handling) for various channels (Facebook, Instagram, Twitter, etc.)
- market research, analysis, monitoring and reports
- influencer relations (planning, communication, negotiations, contracts)
- live event coverage

### Social Media/Community Manager

TERRITORY webguerillas, Munich  
2015-2016

- community- and issue management
- client communication and consultation
- planning and implementing campaigns
- reports and analysis (KPIs, sentiment analysis, campaign performance, etc.)

### Marketing Internship

Capital A List, Event Agency, London  
2013

- writing blog posts (lifestyle & events)
- customer relations & event management

### Marketing Internship

Buero Gelb, Munich  
2012

- content creation & management
- market analysis & trend reports
- supporting tasks for clients in the finance- and automotive industries

## EDUCATION

### Cross-Media Production & Publishing Bachelor of Arts (Hons.); final grade: 1.7

SAE Institute Munich/Middlesex University London  
2013-2016

- journalism, copywriting, PR
- webdesign
- photography, photo & video editing
- brand development (CI & CD, marketing and communication, business plan, finance plans)

### Communication & Psychology

Ludwig-Maximilians-University, Munich  
2011-2013

### A-Levels; final grade: 1.7

Albert-Einstein-Gymnasium, Munich  
2003-2011