

ANNA LINKER



Marketing Manager Digital Marketing · Website Content Management

Berlin, Germany

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Profile

Marketing Manager with experience in B2B communication, digital marketing, content creation and website management. Skilled in creating campaign assets, landing page structures and WordPress content for IT and consulting-related services. Comfortable working in English-speaking teams and international environments.

Core Skills

Digital Marketing

B2B marketing · online marketing · campaign support · LinkedIn content · content marketing · SEO basics

Website & Content Management

WordPress · Elementor · landing page structures · website updates · forms · page layouts

Creative & Design Tools

Figma · campaign visuals · webinar assets · landing page layouts · MS Office · Canva

Tracking & Marketing Tools

HubSpot forms/CTAs · Fluent Forms · Google Tag Manager basics · GA4 basics · CRM systems

Professional Experience

Marketing Manager

365 Heroes GmbH · Germany

Nov 2024 – Dec 2025

- Created B2B marketing content for Microsoft-focused IT consulting services.
- Supported LinkedIn campaigns with ad copy, visual concepts and landing page structures.
- Created, updated and maintained website pages in WordPress and Elementor.
- Designed campaign visuals, webinar assets, landing page layouts and website sections in Figma.
- Structured website content for topics around Microsoft 365, Teams, SharePoint, Azure, Power Platform and Copilot.
- Worked with HubSpot forms/CTAs, Fluent Forms and basic GA4/GTM tracking setups.

Selected work:

- Webinar landing page for Microsoft 365 security and compliance topics
- Service overview/card layout for consulting offers
- Landing page and content structure for Simplify 365 Cleaner

Online Marketing Agent

Concentrix · Germany

Apr 2021 – Apr 2023

- Developed and implemented online marketing strategies for various clients.
- Analysed and optimised online campaigns to improve conversion rates.
- Created target group-specific content marketing campaigns.
- Conducted market analysis and competitive research.
- Participated in marketing-related training and continuous education.

Administrative Assistant, HR Department

SchizMetallbau GmbH · Germany

Nov 2019 – May 2020

- Maintained and managed personnel files and employee data.
- Supported the onboarding process for new employees.
- Monitored and documented working hours, vacation and sick leave.

Administrative Assistant, Order Processing

Autodoc GmbH · Germany

Oct 2018 – Oct 2019

- Checked invoices and supported complaint management processes.
- Handled customer complaints and returns.
- Helped ensure compliance with internal quality standards.

Customer Service

DEKRA Arbeit GmbH · Germany

May 2018 – Oct 2018

- Organised and coordinated taxi services.
- Supported customers and handled service-related requests.



Education & Training

Web Design Course

Alfatraining Bildungszentrum GmbH · Berlin, Germany

Dec 2023 – Feb 2024

- Completed an 8-week full-time web design course focused on HTML, CSS and Dreamweaver.
- Covered HTML fundamentals, CSS, Flexbox, responsive web design, JavaScript basics, SEO basics and practical project work.
- Final grade: Sehr gut (100 points)

Bachelor in Architecture and Environmental Design

State University for Construction, Transportation and Architecture · Bishkek, Kyrgyzstan

- Sept 2006 – June 2012

Languages

- English – Professional working proficiency
- Russian – Native
- German – Conversational