

Anna Linker

Digital Marketing Manager

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Summary

Digital Marketing Manager with a cross-functional skill set spanning campaign strategy, performance marketing, content, conversion funnels, website optimization and digital design. Combines audience and keyword research, creative execution and analytics to develop and improve campaigns across the customer journey. Hands-on with Google Ads, LinkedIn Campaign Manager, GA4, Google Tag Manager, WordPress, Elementor, Figma and AI-assisted marketing workflows.

Work Experience

Marketing Manager - Website & Digital Design, 365 Heroes GmbH, Berlin, Germany

11/2024 - 01/2026

- Designed and optimized B2B landing pages, driving steady improvements in lead generation and campaign engagement.
- Managed and continuously refined multiple concurrent Google Ads and LinkedIn campaigns, improving targeting precision and reducing wasted spend.
- Implemented GA4 and Google Tag Manager tracking, enabling clearer, data-driven decisions across the customer journey.
- Owned the WordPress/Elementor website end-to-end, translating complex B2B topics into clear, conversion-focused content.

Online Marketing Agent, Concentrix, Berlin, Germany

04/2021 - 12/2023

- Monitored and analyzed performance across CTR, CPC, CPA, conversion rate and ROAS for multiple accounts, consistently identifying and acting on optimization opportunities.
- Improved campaign performance through iterative, conversion-focused targeting adjustments.
- Produced target-group-specific content and market/competitor research to support data-driven campaign decisions across diverse client accounts.

Education

Web Design Course, Alfatraining Bildungszentrum GmbH, Berlin, Germany

12/2023 - 02/2024

HTML, CSS, Responsive Web Design, JavaScript Basics, SEO

Skills

Performance Marketing: Google Ads, LinkedIn Campaign Manager, GA4, Google Tag Manager, Conversion Optimization

Content & Design: Landing Pages, Campaign Visuals, Figma, Responsive Design, Brand Communication

Web & Marketing Tools: WordPress, Elementor, HubSpot, Marketing Automation, SEO

Strategy & AI: B2B Marketing, Lead Generation, Campaign Management, Generative AI, AI Marketing Workflows

Languages

German - Advanced
English - Advanced
Russian - Native proficiency