

SASCHA SPRIKUT

Stuttgart | +49 176 64758783 | saschasprikut@gmail.com | [linkedin.com/in/saschasprikut/](https://www.linkedin.com/in/saschasprikut/)

EDUCATION

PFORZHEIM BUSINESS SCHOOL M.Sc. in Marketing Intelligence	<i>PFORZHEIM, DE</i> 09/2024 – present
PFORZHEIM BUSINESS SCHOOL B.Sc. in Business Administration/International Marketing (Double Degree); Final GPA: 1.5 (Top 10 % of the year)	<i>PFORZHEIM, DE</i> 09/2019 – 07/2023
ISCTE BUSINESS SCHOOL B.Sc. in Management (Double Degree); Final GPA: 16.3 (18.0 – 1.0; 18.0 being best)	<i>LISBON, PT</i> 02/2021 – 01/2022
ROBERT-GERWIG-GYMNASIUM Allgemeine Hochschulreife (German A-Level equivalent); Final GPA: 1.2 (1.0 – 5.0; 1.0 being best)	<i>HAUSACH, DE</i> 09/2011 – 07/2019

WORK EXPERIENCE

TRUMPF SE + Co. KG Corporate marketing internship <ul style="list-style-type: none">Collaborated on the AI pilot project to automate first level supportCreated training and workshop materials for the Marketing Excellence program on the topic of "Goal Setting and Implementation"Supported in the preparation of annual planning for marketing and lead management	<i>DITZINGEN, DE</i> 10/2023 – 03/2024
FREELANCE AUTHOR Freelance fiction writer and blogger (sascha-sprikut.com , stipendiumtogo.de/)	<i>STUTTGART, DE</i> 01/2020 – present
HEED – INSTITUTE FOR HUMAN ENGINEERING & EMPATHIC DESIGN Student assistant for public relations & social media <ul style="list-style-type: none">Produced reels and other video formats for InstagramWrote texts for the website and social mediaSupervised events	<i>PFORZHEIM, DE</i> 10/2022 – 07/2023
CRAFTSMEN BEYOND BORDERS GBR Chief marketing officer of a start-up in the recruitment industry <ul style="list-style-type: none">Supported in the acquisition of partner companiesDesigned and maintained the company websiteWrote social media posts on LinkedIn and Instagram	<i>MÜHLACKER, DE</i> 03/2021 – 09/2022
ROBERT BOSCH POWER TOOLS GMBH User journey marketing internship <ul style="list-style-type: none">Created and adapted planograms for product placementsImplemented sales and turnover evaluations as well as top seller listsSupported with sample setups in close coordination with suppliers	<i>LEINFELDEN-ECHTERDINGEN, DE</i> 02/2022 – 07/2022
STUDYFLIX GMBH Marketing and communication internship <ul style="list-style-type: none">Wrote video scripts for educational videos for pupils and studentsCreated SEO-optimized articles for the Studyflix websiteResearched new topics	<i>AUGSBURG, DE</i> 07/2021 – 10/2021

EXTRACURRICULAR ACTIVITIES

ZWEITZEUGEN E.V. Volunteer supporter in the Communication team <ul style="list-style-type: none">Encouraged young people to stand up against anti-Semitism and racismResearched and processed historical topics for educational material	<i>BÜNDE, DE</i> 10/2022 – present
STIFTUNG DER DEUTSCHEN WIRTSCHAFT Full scholarship by Stiftung der Deutschen Wirtschaft <ul style="list-style-type: none">Worked as PR contact for the Karlsruhe regional groupParticipated in workshops to acquire key qualifications such as IT and presentation skills	<i>BERLIN, DE</i> 11/2020 – present
GENERAL STUDENTS' COMMITTEE PFORZHEIM UNIVERSITY Volunteer in several departments of the General Students' Committee Head of the department for internal and social affairs <ul style="list-style-type: none">Planned and held general meetings and initiative meetingsOrganized student events (Christmas bazaar, get-together evenings for international students)	<i>PFORZHEIM, DE</i> 09/2019 – 02/2023 09/2020 – 02/2021

SKILLS & INTERESTS

Languages: German (mother tongue), Russian (mother tongue), English (fluent), Spanish (fluent)

Tools: Advanced knowledge of Microsoft Office, Wordpress, Camtasia. Basic knowledge of Scorpion Space Planning, SAP, SPSS

Interests: Yoga, dancing (standard and Latin), weight training, creative writing, reading (40 - 50 fiction and non-fiction books per year)