

ANNA ROJAHN, Dipl.Des., M.A.
www.annarojahn.com

*07.10.1977 in Hamburg

Melanchthonstraße 23
10557 Berlin
Deutschland

E: arojahn@web.de
T: +49 171 750 49 33

CORE SKILLS

PRODUCT MANAGEMENT

- Customer experience design in collaboration with management, tech & design
- Design management: web-, interface- & communications design
- Definition of functionality & execution together with management & tech

PROJECT MANAGEMENT

- Definition of timelines & milestones
- Managing interdisciplinary teams
- Ensuring on-time delivery

BUSINESS

- Strategic product development (market opportunities, customer needs, product- and execution planning)
- Marketing (branding, SEO & SEM basics, social media marketing, event & PR)
- Cooperations management

PROFESSIONAL EXPERIENCE

October 2007 - December 2011

ENTREPRENEURSHIP

since 2007

Faces of Design (Co-Founder & Managing Director)

www.facesofdesign.com

International and interdisciplinary information-, career- and portfolio platform for designers.

since 2009

MUSCON Sherp (Product Manager)

www.muscon.org

Online B2B-market place for the marketing of international travelling exhibitions by leading cultural institutions

2007-2010

SuperSwitcher (Co-Founder & Managing Director)

www.superswitcher.co.uk

Online tariff comparison engine with an automated switching service for households in the UK (gas and electricity)

2011

Collegepiraten (Founder)

www.collegepiraten.de

Guerilla fashion label for location-specific, institution-independent college apparel and accessories, catering for German university students through an event-based ecommerce concept.

since 2011

de pluribus (Co-Founder & Product Manager)

www.depluribus.de

Online B2B-market place for project acquisition and self-promotion for senior freelance management consultants

CONSULTING

Focus areas:

Branding: concept, strategy and development

Product and portfolio/collection development

Project management

Design management & Design Thinking

User interface & web design

Marketing, communications & social media marketing

July 2007 - September 2007

ASSISTANT TO THE MANAGING DIRECTOR

Alexander von Vegesack, founder and director of Vitra Design Museum, Weil am Rhein, Germany & Domaine de Boisbuchet, Lessac, France

April 2005 - June 2007

PRODUCT MANAGEMENT JEWELLERY & WATCHES

Egana Goldpfeil GmbH

Brands: JOOP! (Ladies- and gents' jewellery, watches); Carrera (gentlemen's jewellery)

Achieved a revenue increase of 16% for the JOOP! Jewellery segment.

Interfacing with all product-relevant areas of business:

Strategy: development of the collection in close collaboration with management and licencer; Design: market- and trend research, briefings & support of the designer; Production: sampling, quality control, project management, pricing, regular travels to Hong Kong and China; Sourcing: support at order placement and stock keeping logistics; Marketing: development of POS materials and packaging, creation of retail documents and brand presentations, photo shootings and layouts; Sales: product workshops for sales staff, travelling agents and international distributors; After Sales Service: QC; Recruitment of the vacant design position; Cost Center Management

October 2004 - March 2005

PRODUCT MANAGEMENT WRITING INSTRUMENTS

Montblanc International GmbH

Special Edition „Greta Garbo“ and product family „Scenium“

Responsible for product development in close collaboration with the design team, sourcing and production; marketing concepts; coordination of agency briefings; development of POS materials & image material.

EDUCATION

June 2004 - September 2004

INTERNSHIP

Product management Diversified Products (Jewellery)

Montblanc International GmbH, Hamburg, Germany

October 2003 - July 2004

MASTERS COURSE (M.A. with distinction)

Design, Strategy & Innovation – Brunel University, London, UK

Master's Thesis: „How to Cast a Magic Spell – New Approaches to Luxury Brand Management“

September 1999 - July 2003

DIPLOMA (Diplom Designer)

Jewellery Design & Metalwork

HAWK Fachhochschule für Angewandte Kunst & Gestaltung, Hildesheim, Germany

Diploma: „Graphic Design in Jewellery“

August 1997 - March 1999

APPRENTICESHIP & FOUNDATION STUDIES

Dressmaking & Fashion Design

FADM Fachliche Ausbildungsschule Damenschneiderei und

Modedesign, Hanover, Germany

September 1994 - July 1996

Ardingly College, Haywards Heath, UK

A-Levels: Fine Art (A), Craft (B), Theater Studies(B)

September 1988 - July 1994

Gymnasium Andreanum Hildesheim, Germany

SKILLS & INTERESTS

Languages

German (mother tongue)

English (fluent)

Interests

Contemporary design, cooking, surfing