

Marieke Haus

Creative mind with a background in digital marketing and a strong **passion** for **visual storytelling**.

Contact

Edinburgh, UK
+44 (0) 7459270346
hello@mariekehaus.com



Skills

META Business Suite



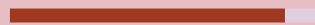
Klaviyo



Shopify



Canva



Languages

German ● ● ● ● ●

English ● ● ● ● ●

References

Johannes Montag

Head of E-Commerce
E-Mail: Via request

Education & Professional Development

05/2025-11/2025

- **Professional Qualification in Interior Design**

An online course focused on space planning, styling, and design concepts. (ILS - Fernakademie, Germany)

09/2018-08/2021

- **Bachelor of Arts**

Media and Culture, Utrecht (Utrecht, Netherlands)

Work Experience

February 2026 - Now

Freelance Marketing & Creative Direction

Self-employed

- Creative direction including set styling, prop sourcing, and visual concept development
- Collaborating with photographers and creatives to produce cohesive visual content
- Managing digital marketing including e-mail marketing

June 2021 - March 2024

Digital Marketing Manager

PICARD Leather Goods GmbH & Co. (Obertshausen, Germany)

- Creation of B2C Email Marketing Campaigns (via Klaviyo)
 - Designed **high-converting email newsletters** generating annual revenues of €80,000+
 - Worked on CRM workflows
 - Conducted A/B-Tests
- Collaboration with the E-Commerce Team
 - Developed strategies and implemented **cross-channel digital marketing campaigns**
 - Utilised market trends to create innovative, data-driven concepts
- Content Creation/Art Direction
 - Designed **engaging content** for various platforms
 - **Planned and executed content shoots**
 - Conducted product photography
- Social Media Management
 - Oversaw and **maintained social media channels**

Further Work Experience

June 2021 - August 2021

Digital Marketing Intern

PICARD Leather Goods GmbH & Co. (Obertshausen, Germany)

- Creating social media content
- Product photography
- First insights into e-commerce

August 2019 - April 2020

Brand Ambassador

Hollister, Utrecht (Netherlands)

- Delivered a welcoming in-store experience by engaging with customers, offering product knowledge, and supporting a strong brand image.
- Assisted with visual merchandising and maintaining store presentation to align with brand standards.
- Worked collaboratively with the team in a fast-paced retail environment to meet sales goals and ensure excellent customer service.

July 2019 - December 2019

Hostess

Samsung Showroom, FAIRever, Frankfurt (Germany)

- Welcomed and assisted visitors in the showroom, providing information about products and ensuring a positive, professional customer experience

June 2018 - August 2018

Catering Assistant

Holles Catering, Hanau (Germany)

- Prepared and served food at a busy catering stand, providing friendly customer service and maintaining a clean, efficient workspace