



# Kira Winfield Rheinländer

**DATE OF BIRTH**

04.01.1992

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**LOCATION**

VØLUNDSGADE 23 ST.TV. CPH N

## PROFILE

I am a smiling and energetic person who thrives in challenging environments, both personally and professionally.

My ability to swiftly read people as well as situations, enables me to approach tasks with a detail-oriented focus and get things done while ensuring a high level of quality. I have a way of staying good-humoured under pressure, and my attention for design and detail never rests.

## WORK EXPERIENCE

### Digital strategist & design intern | LAIKA | Aug-Nov 2017

Project managing the improvement of LAIKA's digital presence through branding of online sales channels and data collection methods.

- Defining an actionable digital strategy
- Data collection optimisation
- Website layout optimisation and SEO (Wordpress)

### Web designer | InnospeXion | Jan 2017-Now

A project concentrated on designing and developing a new visual identity and website, focused on simplifying the complexity of X-ray systems in the B2B market.

- Creating content and copywriting
- Designing and building website (Wordpress)

### Marketing manager | InnospeXion | Jan-Sep 2016

Subsequent to a school project, I was hired by InnospeXion to implement the creative campaign on their marketing channels.

- Designing flyer & business cards
- Creating promotional videos in Premier Pro

### Digital marketing intern | Event & Conference co. | Jul-Nov 2015

For my multimedia design internship, I was employed by a Perth-based event management company.

- Social media
- Concept development
- Event management
- Customer relations
- Graphic design
- Newsletter creation

### Marketing & web assistant | InnospeXion | 2011-2013

I was in charge of creating a marketing plan and executing it through online as well as offline channels.

- Website maintenance
- Ad hoc creative tasks

## EDUCATION

2016 - 2018

### PBA | Digital Concept Development

Copenhagen School of Design & Technology

2014 - 2016

### Multimedia Design & Technology

Copenhagen School of Design & Technology

## TOOLS

Photoshop



Illustrator



InDesign



Wordpress



Google Analytics



## SKILLS

### Professional

SoMe  
Project management  
Copywriting  
Research & analysis  
Concept development  
Event management

### Personal

Detail-oriented  
Optimist  
Creative  
Organized  
Team player  
Responsible

## LANGUAGES

