

brands, social & web.

LAURA FIETZ

With **10+ years of marketing experience**, I bring brands to life with a unique voice, strong visuals, and a compelling story. Blending strategy and creativity, I shape brands through design, content, and website creation.

I hold a **Bachelor's in Media Management** and speak **German, English, and Spanish**.

Besides work, I like ...

...reading, yoga, meditation, dancing, surfing, skating, hiking, and fitness. I'm also passionate about sustainability, psychology, and personal development. In summer, I love gardening on my rooftop terrace. I also enjoy traveling, cooking with passion, spending time in nature, and being with my dog Mia.

You want to contact me? That's great!

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- ✉️ laura.fietz@younique-marketing.com
- 🌐 <https://www.younique-marketing.com>
- linkedin <https://www.linkedin.com/in/laura-fietz-45a0b348/>



Skill set

Website Management, SEO



Event Organization



Design & Video Editing



Copy Writing



Social Media Marketing



Project Management



Marketing Strategy



(Influencer) Partnerships



Newsletter Marketing



SEA



Career journey



Freelance different Industries

International Marketing

Freelancer

May 2022 - now

- Branding and Rebranding
- Online Marketing (Website, Social Media)
- Content Creation
- Audio Branding
- Print Campaigns
- Event Planning

Well Being & Mental Health

Founder, Younique Retreats (side project)

September 2023 - now

- Founder of Younique Retreats - concept development, branding & strategy
- Website building, Social Media
- Event organization
- Leading sessions in somatic bodywork, talking circles and dance

Food Industry

Interim Marketing Manager, Fairtrade Original (DE)

June 2023 - July 2024

- Developing a Marketing strategy
- Online Marketing (Website, Social Media, SEO, SEA)
- Influencer Marketing
- Integrated Media Campaigns (Online, Out-of-Home, In-Store)

SaaS

Marketing Manager, envelio (DE)

April 2020 - July 2022

- Marketing department setup, incl. team management
- Global marketing strategy creation
- Project management: website relaunch, explanatory video
- Online Marketing (Website, Social Media, Newsletter)
- Event Management
- Employer Branding

Health Care

Marketing Manager, Marienhospital Euskirchen (DE)

June 2019 - March 2020

- Digital Business Development and Management
- Process Implementation and Optimization
- Website Marketing (incl. SEO/SEA)
- Social Media Marketing
- Market Analysis and Research, Agency Management

Tourism

Content Specialist, Expedia (ES)

April 2018 - February 2019

- Translation Management
- Website & Social Media Management
- Product Management

Tourism

Content Manager, Valtech (DE)

August 2015 - December 2018

- Main client: Lufthansa - Consulting for international online campaigns
- Website & Content Management
- Social Media

I am looking forward to meeting you

Cologne, 8th October 2025



Laura Fietz

P.S.

For a visual impression of how I bring brand strategy and storytelling to life, feel free to take a look here:

👉 www.younique-retreats.com

👉 Instagram: @younique_retreats



Cover Letter

LAURA FIETZ

Website &
Content
Assistant

I was delighted to see your opening for a long-term freelance partner to support your App, Website, and Marketing teams. As soon as I read the posting—and watched your courses demo—I felt an immediate connection to Beducated's mission of empowering people worldwide with knowledge about sexual health and happiness. Your combination of purpose-driven content and sustainable business growth resonates strongly with both my professional background and personal values.

My name is Laura [Last Name], and I bring 10 years of digital-marketing and web-management experience across mission-oriented scale-ups. In my current assignment as Interim Marketing Manager at Fairtrade Original, I oversee a multilingual e-commerce platform and CRM automations for four European markets. My contract concludes in June, which allows me to dedicate 20 hours per week to Beducated starting 1 July—with daily availability for urgent fixes, as your role requires.

Highlights that match your needs:

- WordPress & Webflow proficiency – I have built, structured, and maintained more than 80 landing pages, optimising responsive design and page-speed scores.
- Email marketing & automations – At Fairtrade Original I manage ActiveCampaign flows (welcome series, cart recovery, NPS surveys) and segmentation for >100 k contacts.
- Course-content operations – As the first Marketing Manager at envelio, I produced product-training modules, prepared subtitles/translations in DE/EN/ES, and coordinated external translators, ensuring consistent tone and terminology.
- Design collaboration – Comfortable in Figma, I translate wireframes into pixel-perfect components and liaise with developers via Jira/Linear to accelerate sprints.
- Remote reliability – Operating from Cologne (CET), I have supported distributed teams for years, issuing invoices under my registered EU freelance business and maintaining long-term client relationships.

Cover Letter



Influencer
Marketing
Manager (m/f/x)

LAURA FIETZ

Dear Gotyu Team,

I'm excited to apply for the **Freelance Influencer Marketing Specialist role** in the DACH region. The opportunity to drive performance-driven campaigns for a bold and growing brand like Gotyu aligns perfectly with the path I'm currently pursuing.

After working in influencer management at Fairtrade Original, I discovered how much I enjoy building strong, value-based collaborations between brands and creators. I was responsible for developing campaigns, selecting the right influencers, and ensuring that each partnership delivered both creative value and measurable results. It was not only successful - it was also deeply rewarding.

Since then, I've transitioned into freelancing, focusing on marketing strategy and brand development. But what truly lights me up is influencer marketing. It combines creativity, strategy, and human connection, which are at the heart of how I work.

One of my greatest strengths is my empathy. I connect easily with people, create genuine rapport, and often build relationships that go beyond the professional, sometimes even into real friendship. This natural ability to make others feel seen and valued allows me to form outstanding influencer partnerships based on trust, mutual respect, and shared vision.

I bring a strong marketing background, deep knowledge of the DACH region, and a feel for what resonates on platforms like Instagram, TikTok, and YouTube. Gotyu's mission and momentum inspire me - and I'd love to contribute my energy, creativity, and human touch to your next chapter.

Looking forward to hearing from you!

Warm regards from Cologne, Germany,

Laura

Cover Letter



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Marketing
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