



## ELLEN RINK

Hamburg GER | +49 (0) 1514 6467780

### EXPERIENCE

Consultant Brand & Marketing Management  
Freelancer since 03/19

- offline and online marketing strategy & marketing instruments
- project management
- industries: automotive, education, finance, telecommunications, FMCG

Founder and Owner Sustainable Cosmetics Brand  
Naturschatz Naturkosmetik 01/16 - 03/23

- product and brand development
- development marketing strategy and channel management
- e-commerce strategy, roll-out and management

Digital Marketing Manager MINI  
BMW Group 02/15 - 02/19

- steering of implementation, roll-out and further development of website relaunch MINI.digital
- website roll-out MINI China
- standardization of global website

International Advertising & Film Specialist MINI  
BMW Group 03/09 - 01/15

- communication launch management and campaign management for product launches
- market & channel management
- planning, steering and realization of film and photo productions
- development visual language for sub-brand
- pitch management

### EDUCATION

Certified Expert UX 360° / UX & Usability  
2017 XDi Experience Design Institute, GER

Diploma International Business & Cultural Studies  
2004 - 2010 University Passau, GER

Exchange semester Institut d'Études Politiques  
2006 - 2007 Sciences Po Toulouse, FR



e.rink@kollektivf.com



Born on Dec 6th, 1984 in  
Weißenfels, GER  
Nationality: German

### PERSONALITY

Communication

Passion

Organization

Flexibility

Autonomy

### IT SKILLS

Microsoft Office

macOS

### LANGUAGES

German

English

French

Spanish