



# KASEY NAVÍ PHIFER

## LANGUAGE SERVICES & CONTENT MARKETING

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### KEY ATTRIBUTES & ABILITIES

- Dual citizenship: US-American & German
- Fluent in English and German, working knowledge of Spanish & French
- Flexible, hardworking, analytical & solution oriented thanks to rigorous work experience in Berliner start-ups and current management of an international group of freelance language service specialists

### WORK EXPERIENCE, CHRONOLOGICALLY

#### 01/2016 - PRESENT | MANAGING DIRECTOR & HEAD TRANSLATOR

##### The PHIFER Group

German<>English Translation, proofreading and copywriting, coordinating a team of 6 international freelancers, 2 virtual assistants and 1 personal assistant for The PHIFER Group's services; Larger freelance contracts include PayPerClick campaign creation and optimization for Sellics Marketplace Analytics GmbH, HelloProfit LLC and other Amazon marketplace sellers

#### 06/2015 - 12/2015 | SEO SPECIALIST

##### ADVIQO AG (CLIENT OF AKM3 GMBH)

German<>English Translation, SEO (On & Offpage), keyword research, project planning and coordination, leading a team of three "work students", close work with the user experience and project management team. Development and coordination of content strategy in English, French, German and Spanish across websites, print magazine and television.

#### 06/2014 - 05/2015 | JUNIOR ONLINE MARKETING MANAGER

##### Performics (Formerly AKM3 GmbH)

German<>English Translation, Offpage SEO, link building, creating and managing Google AdWords campaigns

#### 03/2013 - 05/2015 | BUSINESS DEVELOPMENT MANAGER

##### StartQuantum Ltd.

German<>English Translation, Creation of strategic business partnerships, investment raising, creating international marketing strategies, project coordination of app development

#### 04/2012 - 04/2013 | ONLINE MARKETING & RECRUITMENT SPECIALIST

##### ebuero AG

German<>English Translation, conducting initial phone interviews with candidates in German, English and Spanish, creating and managing ad campaigns on Google AdWords and Facebook ads

**03/2012 – 08/2012 | SEO SPECIALIS**

**Edit Optimisation Ltd.**

[Required internship for B.A.] Offpage SEO, German<>English Translation, link building, writing blogs, and articles

**02/2011 – 03/2012 | SEO SPECIALIST**

**Zalando UK**

Translation of the German website into UK English with a team of 8 interns, postlaunch On & Offpage SEO

**EDUCATION**

**10/2009 – 06/2013**

**HOCHSCHULE FÜR TECHNIK UND WIRTSCHAFT BERLIN**

**B.A. International Business**

*Majors: International Finance, Economics*

*Minors: UK and German Law*

**09/2008 – 05/2009**

**STUDIENKOLLEG DER TECHNISCHEN UNIVERSITÄT BERLIN**

**"Fachabitur" (German High School Diploma)**

*Majors: Economics, Law, German Language*

**09/2002 - 06/2005**

**CAMBRIDGE-ISANTI HIGH SCHOOL**

**High School Degree (U.S. leaving certificate)**

**OUTSTANDING RELATED EXPERIENCE**

- 9 years work experience in Online Marketing
- 5 years experience in leadership & management roles
- Thorough knowledge of Google Analytics, Google AdWords, Paid & Organic Facebook, MailChimp, WordPress, Slack, Windows OS and Ubuntu/Linux OS
- Fluent in HTML with working knowledge of CSS and Java
- 10 years work experience German<>English translation