

Elena Vasquez

Marketing Manager · Yoga Instructor · Bartender

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PERSONAL STATEMENT

Creative marketing professional with a decade of brand and campaign experience, balanced by hands-on work as a yoga teacher and cocktail bartender. Has led digital campaigns for consumer brands, built a loyal studio following, and run busy bar shifts with a smile. Energetic, people-first, and equally at home in a strategy meeting or behind a bar.

PERSONAL INFORMATION

Date of Birth: 7 April 1989

Address: Leopoldstr. 120, 80802 München

Driver's License: Class B, C & CE

Availability: Full-time / flexible — hybrid

WORK EXPERIENCE

Marketing Manager

2020 – present

Lieferando (Just Eat Takeaway), München

Lead multi-channel campaigns across social, email and paid media for the DACH region. Grew engagement 44% year-on-year and managed a €600k annual budget. Coordinate a team of four and external agencies.

Yoga Instructor

2016 – present

Jaya Yoga Studio, München

Teach up to 10 Vinyasa and Yin classes a week to groups of 25+. Built one of the studio's best-attended timetables and led two teacher-training weekends. First-aid trained.

Digital Marketing Specialist

2015 – 2020

Serviceplan Group, München

Planned and executed content and SEO campaigns for FMCG clients. Managed analytics reporting and A/B testing that lifted conversion rates by up to 18%.

Bartender

2012 – 2016

Zephyr Bar, München

Mixed cocktails and ran high-volume weekend shifts. Trained new staff and managed cash and stock reconciliation at close.

EDUCATION

B.A. Communication & Media — LMU München (2012)

Yoga Teacher Training RYT-200 — Yoga Alliance (2016)

Google Digital Marketing Certificate — Coursera (2019)

SKILLS

- Spreadsheets: Excel/Power Query, pivot tables, formulas and dashboards
- Data analysis: SQL, Python (pandas), Power BI and Tableau
- Warehouse operations: goods-in, slotting, picking, dispatch and inventory control
- Web development: HTML, CSS, JavaScript and responsive design
- Time management and prioritisation under deadline pressure
- Cloud platforms: AWS, Azure and Google Cloud fundamentals
- Digital tools: Microsoft 365, scheduling software, CRM and ticketing systems

LANGUAGES

German	Native
English	B2

INTERESTS

Yoga · Live Music · Cocktail Craft · Travel · Podcasting · Cooking