



LENA ARNDT

Work experience

Vattenfall Europe (2023 - current)

Fossil-free energy company

Email Marketing Specialist

- Create personalised email flows to reduce client churn
 - Develop data-driven content for email, web, and app
 - Build customer journeys in Adobe Journey Optimizer
 - Train and advise teams on Adobe Journey Optimizer
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Voltico (2025 - current)

Emission credit service provider

Content Marketing Specialist

- Write website copy and coordinate content, leveraging expertise in trading renewable energy units
 - Advise on tone of voice and content strategy
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CIRCO/ Circonnect (2023 - current)

International non-profit circular design initiative

Communications Manager

- Develop and execute content strategies
 - Create in-depth content for websites, paid and organic social media, and newsletters
 - Organise and facilitate webinars and workshops
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iwell (2023 - 2024)

Smart energy storage company

Strategic Communication & Content Marketing Specialist

- Create SEO-optimised web and app content on smart battery solutions for renewable energy storage
 - Manage social media channels and newsletters
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Natuur & Milieu (2021 - 2023)

Environmental Dutch NGO

Campaign Manager

- Led sustainability campaigns across various topics
 - Strategically planned and coordinated campaigns
 - Monitored campaign performance and optimised results
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Sungevity (2021 - 2023)

Producer of solar panels

Communications Manager and Researcher

- Researched persuasive communication on solar energy
- Managed the website and paid and organic social media
- Created stories and interviews on solar innovation

On a personal note

I believe driving change in sustainability requires more than skills and experience. It requires genuine motivation. I'm passionate about using the knowledge I've gained as a marketing and communication freelancer to create impact. Over the past five years, working with companies across Europe, I have developed in-depth knowledge of various sustainability topics - and how to communicate them in ways that inform, engage, and inspire the right target audience. I now look forward to applying this experience in Australia.

 Brunswick, Melbourne

 0412732150

 lenaarndt1996@gmail.com

 [LinkedIn](#)

 www.writtenbylena.com

Education

Master's degree - Communication and Organisation

Utrecht University, 2019 to 2020

I strengthened my skills as a communication professional with a strong focus on business and sustainability. My thesis explored effective ways to communicate the benefits of solar panels to low-income tenants.

Minor - Marketing

The University of Sydney Business School, 2017

My semester abroad provided valuable insights into Australian business practices and cultural approaches. I studied Public Relations, New Product Marketing, International HRM, and Marketing Strategy.

Bachelor's degree - International Business Communication

Radboud University Nijmegen, 2015 to 2018

I learned to connect language, culture, and communication in an international business context. Through real-world projects, I developed strong intercultural communication and marketing skills.

Sustainability expertise

- **Circular economy:** Circular product design, circular business models and value chain collaboration.
- **Renewable energy:** Solar energy systems, wind energy and hydrogen applications.
- **Energy storage systems:** Smart battery technologies and integrated energy management solutions.
- **Regulatory frameworks:** Trading in emission reductions units and other European sustainability laws and regulations.

Certifications & courses

- Google Digital Garage (Fundamentals of Digital Marketing)
- Adobe Journey Optimier
- Google Analytics 4 Certification
- SEO Fundamentals Course
- Adobe InDesign (visual content design)
- HubSpot Inbound Marketing Certification

Hard skills

- Internal & external communication management
- Content creation & copywriting
- Digital marketing strategy
- SEO & SEM
- Campaign management
- Data analysis & reporting
- Brand management
- Graphic design

Soft skills

- Self-motivated
- Proactive
- Collaborative
- Approachable
- Structured
- Creative
- Adaptable

Languages

- English (fluent)
- German (fluent)
- Dutch (fluent)
- French (basic)
- Italian (basic)

References

You can find references from former employers and clients on my [LinkedIn profile](#).