



# LENA ARNDT

## Work experience

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### **Vattenfall Europe (2023 - current)**

*E-mail Marketing Specialist Customer Journeys*

- Created personalized email flows to reduce client churn
  - Developed data-driven content for email, web, and app
  - Built customer journeys in Adobe Journey Optimizer
  - Set up A/B tests to optimize email CTAs and CTRs
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### **iwell (2023 - 2024)**

*Strategic Communication & Content Marketing Specialist*

- Created SEO-optimised web and app content on smart battery solutions for the storage of renewable energy
  - Managed social media channels and newsletters
  - Advised on market entry strategy for Germany
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### **CIRCO/ Circonnect (2023 - current)**

*Content Marketeer*

- Developed and executed content strategies
  - Created in-depth content for websites, paid and organic social media, and newsletters
  - Organized and facilitated webinars and workshops
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### **Sungevity (2021 - 2023)**

*Social Media Manager and Copywriter*

- Researched persuasive communication on solar energy
  - Managed the website and paid and organic social media
  - Created stories and interviews on solar innovation
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### **Natuur & Milieu (2021 - 2023)**

*Campaign Manager Online Marketing*

- Led sustainability campaigns across various topics
  - Strategically planned and coordinated campaigns
  - Monitored campaign performance and optimised results
  - Organised fundraising events
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### **AGREEn (2019 - 2021)**

*Student Sustainability Consultant*

- Helped businesses develop sustainable solutions for specific challenges
- Worked on sustainability projects for corporate, public, and governmental clients

## On a personal note

I believe it's not just skills and experience that matter, but genuine motivation and drive. And that's where I aim to stand out. I'm passionate about using my work to create positive change and look forward to applying the experience I've gained in the European market to Australia - a country with unique biodiversity, strong renewable energy ambitions, and complex sustainability challenges. I hope to contribute a fresh perspective, while continuing to learn and grow in this new environment.



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## Hard skills

- Content Creation & Copywriting
- Graphic Design
- Digital Marketing Strategy
- Data Analysis & Reporting
- Marketing Automation & CRM Management
- Campaign Management
- Stakeholder & Brand Management
- SEO & SEM

## Soft skills

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

## Languages

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

## References

You can find references from former employers and clients on my [LinkedIn profile](#). If you'd like more recent or English references, feel free to get in touch.

## Education

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### Master's degree - Communication and Organization

*Utrecht University, 2019 to 2020*

I deepened my skills as a communication professional with a strong focus on organization. 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

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**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.

**Sustainable mobility:** Electric vehicles (EVs), charging infrastructure, logistics, and mobility-as-a-service.

## Certifications & courses

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