



LENA ARNDT

Work experience

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

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

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

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

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

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.



Nijmegen, the Netherlands



+31 6 25 43 55 41



lenaarndt1996@gmail.com



[LinkedIn profile](#)



www.writtenbylena.com

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)
- German (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

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

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

- 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