

APELT NICOLE

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Herrenmühlenweg 29
49716 Meppen

PERFORMANCE MARKETEER

Dynamic Performance Marketeer specializing in full-funnel digital strategies and media buying. Fluent in four languages, I blend data-driven insights with targeted ad creatives to scale online presence, maximize ROAS, and streamline the customer journey for international brands.

EXPERIENCE

Online Marketing Manager

Conversesearch GmbH June 2022 – Present

- Managing SEA accounts for my client portfolio.
- Developing and executing full-funnel Google Ads strategies, tailored to each client's goals.
- Overseeing Paid Social Media campaigns (Meta) to maximize reach and performance.
- Continuously optimizing campaign strategies by leveraging data insights and direct client feedback

Digital Marketeer

Discover Digital June 2021 – May 2022

- Building Social Media Campaigns on platforms such as Facebook, Instagram, Snapchat, LinkedIn
- Paid Advertising: Google Ads, Facebook & Instagram Advertising
- Performance Marketing – Result oriented & data driven campaign building, management & optimization/ decision-making
- Tools: Google Analytics, Google Ads, Data Studio, Ads Manager, Excel/ Google Sheets

CX Happiness Manager

Ridestore October 2020 – March 2021

- Working closely, but remotely in a team of 30 members
- Creating unique & lasting WOW experience for customers
- Finding goal oriented, but creative solutions for every unique client
- Working with CRM & CX Tools such as Front, LiveChat, Hively

Event Marketing Manager

VinoKilo November 2019 – June 2020

- Launching weekly new FB & IG ad campaigns
- Responsible for all external event communication via FB & IG
- Linking warehouse operations with direct marketing activities
- Analysis of marketing results



SKILLS

- Online Media Buying
 - SEA
 - Meta Ads
- Social Media Management
- Content Production
- Video Production
- Cross-Functional Campaign Management
- LLM Monitoring

LANGUAGES

- German (Native)
- English (Fluent)
- Dutch (Fluent)
- Russian (Advanced)
- Spanish (Beginner)
- Portugese (Beginner)

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EDUCATION

Bachelor of Business Administration *Hanze University of Applied Science*

Groningen, The Netherlands August 2013 – Juli 2017

- Major: International Marketing – Average grade: 1.7
- 240 ECTS program
- Bachelor Thesis: Optimizing intercultural competence of managers
- Main courses: Marketing, Accounting, Economics, Management, Consumer Behaviour

Honours Talent Programme

Hanze University of Applied Science

Groningen, The Netherlands August 2014 – Juli 2017

- Additional 30 ECTS with the focus on personal development
- Interdisciplinary seminars, e.g. Neuro-linguistic programming, Design Thinking, New Business Models
- Real business projects, e.g. creating an informative, animated HR video for Seatrade, leading workshops for Intercultural Learning Lab, designed a stop-motion film in cooperation with the art academy Minerva in Groningen

Plekhanov Russian University of Economics

International Business & Management

Moscow, Russia February 2016 – August 2016

- 30 ECTS with the focus on developing the Russian language
- Main courses: Entrepreneurship, Strategic & Financial Management, Russian Language



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