



Scarlett Wycisk

Online, Brand & E-Commerce Specialist

CONTACT

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PERSONAL INFORMATION

- **Nationality:** German
- **Current Residence:** Sweden
- **Marital Status:** Married

INDUSTRY EXPERIENCE

- Fashion & Retail
- Licensed Merchandise Retail
- Pet Accessories and Supplies
- Sports and Outdoor
- Consumer Electronics

PROFESSIONAL OBJECTIVE

To apply my diverse skill set and over 20 years of experience in online marketing, e-commerce, and brand building to develop impactful strategies that boost brand visibility, engage audiences, and drive business growth. With a passion for social media and entrepreneurial thinking, I excel at creating innovative approaches that leverage emerging technologies, including AI, to craft compelling content and foster meaningful connections with target audiences. Having successfully built and sold my own startup, I bring a strong foundation in business development, leadership, and strategic growth.

EDUCATION

BA Information Technology & Multimedia

University: b.i.b. Paderborn

Duration: 2001-2003

Description: This program provided me with a strong foundation in IT systems, multimedia production, and digital technologies. I gained practical experience in web development, design, and project management, which laid the groundwork for my future career in online marketing and e-commerce. The interdisciplinary approach of the program enhanced my ability to integrate technology and creativity in business solutions.

WORK EXPERIENCE

Soulhorse

July 2015 – Present

Position: Founder (Sale in 2021), Marketing, Online Marketing, Product Development, Brand Marketing, Corporate Management, Brand Strategy, Licensing Development

Knowledge: Social Media Marketing, B2B Marketing, Trend Identification, Brand Awareness, Online Marketing, Customer Loyalty, Analytics, Marketing Strategy, CRM, Project Management, KPIs, Customer Acquisition, Entrepreneurship, Corporate Leadership, Woocommerce, Shopware, ERP

SKILLS

- Over 20 years of experience
- Proven Leadership and Team Management Skills
- Deep knowledge of Brand Building, Online Marketing and E-Commerce
- Excellent proficiency in English
- Experience in AI and Emerging Technologies
- Proficient in CRM, Analytics, and Data-Driven Decision Making
- Strategic Brand Marketing and Product Development
- B2B and B2C Marketing Expertise
- Strong Knowledge of Licensing and Corporate Partnerships

HOBBIES

- horse riding
- strength training
- hiking
- go traveling
- voluntary business consulting for women's startups

Description: We provide the world with colorful, handmade, and self-designed accessories especially for horses, riders, and dogs. Companies from various industries request our products as customer giveaways, using them as an effective marketing tool. At Soulhorse, we design and produce our own fashion and accessories collections, selling them on our webshop and to B2B clients in the GSA region.

Lieblingsmarke

October 2017 – 2021

Position: Independent Consultant & Owner

Knowledge: Consulting Lovebrands in the area of online marketing, especially social media and content marketing.

Description: I offer personalized consulting and support for 'Lovebrands' in all aspects of online marketing. With my expertise in social media, content marketing, and e-commerce, I help businesses expand their brand presence within the digital ecosystem. I primarily serve clients in retail, media, entertainment, lifestyle, and sports, with a focus on target groups like family, baby, equestrian, fashion, home living, and handcrafted products.

The Walt Disney Company

April 2011 – September 2017

Position: Senior Manager E-Commerce GSA

Place: Munich, Germany

Knowledge: P&L Responsibility, KPI Management, Social Media Marketing, Online Marketing, CRM, Project Management, Retail, Licensing, Brand Management, Storytelling, E-Commerce, Corporate Business, PR, Trade Marketing, Digitalization

Description: As a numbers-driven professional, I was responsible for the P&L of the e-commerce business in the GSA region. I ensured timely campaign launches, wise budget allocation, and KPI achievement. I motivated my team to excel in a fast-paced environment, exploring new technologies and running performance-based online campaigns. I successfully launched Disney's e-commerce brand store in Germany as the fourth market worldwide, establishing all marketing activities from the ground up. My focus was on customer acquisition and retention campaigns while identifying new sales channels to expand the business.

Stylight

July 2010 – March 2011

Position: Head of SEO & Affiliate

Place: Munich, Germany

Knowledge: SEO, Affiliate Marketing, Social Media, Online Shops, Display Marketing, PR, Product Feeds, Digital Marketing Strategies, Agency Sourcing, Analytics

Description: I established an in-house online marketing team focused on affiliate marketing, display advertising, social media, and SEO. I was responsible for implementing and managing a private in-house affiliate network, spearheading SEO efforts for a platform with over 60 connected online shops, and coordinating all performance-based media channels.

3Gstore.de GmbH

September 2008 – July 2010

Position: Head of Online Marketing

Place: Bochum, Germany

Knowledge: SEO, SEM, Viral Marketing, Product Management, Campaign Analysis, Affiliate Marketing, Digital Marketing Strategies, PR, Analytics, Retargeting, Display Advertising

Description: I led the development of 3Gstore.de's online and offline marketing strategies. My responsibilities included product sourcing, analyzing marketing campaign performance, reporting to management, and building strategic partnerships with telecommunication providers. I also managed online marketing channels like SEO, SEM, viral marketing, and affiliate marketing.

Fliks GmbH

2008 – 2010

Position: Head of Online Marketing

Place: Bochum, Germany

Knowledge: Online Project Management, Affiliate Projects, Budget Management, Online Editorial, SEO, SEM, Digital Marketing Strategy, Blogs, Event Planning, PR

Description: As Head of Online Marketing at Fliks GmbH, I led the planning, coordination, and execution of all online projects. My role involved budget management, workforce planning, campaign management, and oversight of affiliate projects, online magazines, and high-traffic international websites.

absofort Erfolg im Internet GmbH

2004 – 2008

Position: Project Manager

Place: Herford, Germany

Knowledge: SEO, Online Marketing, Project Management, Affiliate Marketing, E-Commerce, Product Feeds, Display Marketing, CRM, Website Development, Customer Acquisition, Client Services, Agency Business, Consulting

Description: I started as a developer intern at absofort Erfolg im Internet GmbH where I was first introduced to SEO and online marketing. In 2005, I was promoted to Project Manager of the marketing department 'Klickfreundlich', leading a team of 15 employees and managing online marketing efforts for e-commerce clients.
