

# Andrea Heisinger CV

## PERSONAL DATA

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Website: <https://andrea-heisinger.com/>  
Nationality: USA, with permanent residency in Germany  
Languages: English (Native US); German (B2)

## ABOUT ME

I'm a marketing content writer, editor, and content manager with a journalism degree. Most recently, I've written SEO-optimized marketing copy and localized texts from German to English. I have worked at startups and large companies and love learning new things at each job. After moving to Germany, I studied German and was the content manager and marketing copywriter for the US at Sixt for over 5 years. I recently finished a digital marketing course to add new skills and have been doing freelance work as an AI writing tutor.

## EXPERIENCE

**2024-Present**

**Freelance Work**

**2018 – 2023**

**SEO Marketing Content Writer, US**  
SIXT | Berlin, Germany

- Wrote SEO-optimized marketing content for the Sixt.com website
- Created briefings for external writers
- Assigned texts to freelancers and content agencies
- Edited texts to fit SIXT style and briefings
- Uploaded text and photos to the CMS
- Planned, wrote, and assigned articles for the online SIXT Magazine
- Uploaded blog articles and photos to WordPress
- Localized texts from German to English for other SIXT departments
- Managed tasks and tickets in Jira
- Wrote microcopy for the SIXT app, website and search engines
- Used Google Analytics to track blog article performance

**2014 – 2017**

**Managing Editor**

Privcap Media | New York, USA

- Edited and assigned stories to freelancers and in-house writers
- Created briefings for external writers
- Produced content calendar
- Produced & scheduled weekly newsletters and ran A/B tests

- Headed production of digital PDF publications
- Managed production of printed publications
- Wrote blog posts and longer articles on all areas of private equity
- Conducted video interviews & produced video edit notes including writing titles and landing page copy

**2010 – 2014**                    **Blog writer, photographer**  
Midtown Lunch: Downtown | New York, USA

**2007 – 2013**                    **Investment-Grade Bond Reporter**  
Prospect News | New York, USA

**2004 – 2007**                    **Reporter**  
The Lewiston Tribune | Lewiston, ID, USA

## EDUCATION

- **CareerFoundry**, Digital Marketing Program certificate, 2024
- **UX Writers Collective**, UX Writing Course certificate, 2021
- **GLS (German Language School)**, B2.3 German certificate, 2017
- **NYU School of Professional Studies**, Magazine Publishing: Print and Digital course
- **University of Nebraska-Lincoln**, Bachelor of Journalism degree

## SKILLS & PROGRAMS

<b>Skills</b>	<b>Programs &amp; Software</b>
SEO copywriting	WordPress
Localization	Canva
UX writing	Jira
Online marketing copywriting	MailChimp
Content management	Social media (Facebook, Instagram, LinkedIn)
Keyword research	Google Analytics + Google Suite
Data analysis	Airtable
Marketing case studies	Figma
Content planning	Content management systems (CMS)
SEO	