

Uschi Renno

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Short Profile



Personal

11/2010 immigrated to Curacao / born July 08, 1961, female, German, married.

Languages: **German** (mother tongue), **English** (speaking + writing fluent), **Papiamentu, Dutch** (speaking good), **French, Swedish, Spanish** (basic),

Education

1984 finished studies as **Dipl.Kauffrau (MBA Economics, Communication, Marketing, Sales, Human Resources, CRM, Management, Controlling)**

2007 certificated **Management Coach Q-Plus** and **Start Up Advisor Q-Plus**

Direct Marketing Expert / certificated Texter / Copywriter / Translator / Technical Editor

Expertise

seit 2011

Texting and Translating (NL > DE und EN > DE): SEO, Blogs, Glossary, Press Releases, Menu Cards Headlines, Copy, Advertisement, Banner, Homepages, Recipes, Company and Product Name finding, Sales Texts for products which need special explanations (on- and offline) etc.

2006 - 2012 **technical editor and translator at Technical Manuals** (for airplanes: galleys, stowages, dog houses)

2007 – 2010

Technical Manuals: Technical Editing, creating and translating technical manuals for aviation

Self employment in Hamburg: UR-Sache und Wirkung, Consulting,

(Marketing and Management Consulting: Communication, Payment Systems, Card Systems, Finance, CRM, Controlling, High Potential-, Artist- and Manager Coach),

Coach and Speaker at .engima and .garage Hamburg (European Project, Goal: getting workless people into self employment), **Consultant for Foundations** (for more than 600 long term foundations)

2000 – 2007 AOL Deutschland, Hamburg,

Responsible for Communication on-, offline, new-, consisted- and canceling clients, Customer recovery / internal and external communication / call center guides + arguments,

Development and implementation of customer communication systems (editorial and systemic)

1996 – 2000 Deutsche Post, Bonn (German Post Head Quarter)

Project Manager strategy and implementation of the PostCard, a postal internal

Debit Card for small and medium-sized companies, integration of the new Payment System in 240,000 branches of Deutsche Post. Coordination and migration of the system architecture, engineering, legal, **internal and external communications, marketing, creating training materials / Training of staff involved**

1988 – 1995 IKEA Deutschland, Hofheim-Wallau

Projekt Manager (1991-1995) strategy and implementation of the first

IKEA own credit and payment card

Overall responsibility for strategy and implementation in all German IKEA stores. Staff training / preparation of all Training materials, creation of POS measures all communication internal / external

IKEA Catalogue Responsible (1988-1991) for content, printing and distribution of the German IKEA catalog

Translation of the Swedish catalogue text into agreeable German