



Jonas Bayer

* 25. September 1997

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Education

Ludwig-Maximilians-Universität München

since 10/2021 Master's Program in *Management & Digital Technologies (M.Sc.)*
Munich, Germany

University of Applied Sciences Wuerzburg-Schweinfurt

10/2017– 03/2021 Bachelor's Program in *E-Commerce (B.Sc.)*
Wuerzburg, Germany 3.7 GPA (3% best of year)

Bachelor Thesis: Webscraping Protection and its Effectiveness (4.0 GPA)

Favorite fields of study: web programming, conversion optimization

Specialization: shop systems

Experience

bavajo

since 04/2020
Wehringen, Germany

Freelancing

- Website and online shop development (WordPress and WooCommerce)
- Implementing tracking tools
- Quantitative & qualitative website analysis and research

Example: www.roesterei-bohenschmiede.de

Otto (GmbH & Co. KG) – Digital and Consulting (formerly Otto Group Consulting)

04/2021 – 07/2021 **Consultant (Internship)** at top management consultancy
Hamburg, Germany

- Supporting the transformation of OTTO as merchant to a platform business model (OTTO NEW)
- Project management including process planning and restructuring

CXL Agency

09/2019 – 02/2020 **Conversion Optimization Project Assistant (Internship)** at a CRO agency
Tallinn, Estonia

- Implementing tracking tools for A/B-testing
- Quantitative & qualitative website analysis and research
- Data preparation of test results (dashboards) for client meetings & kickoff

inics GmbH

04/2019 – 08/2019 **Business Analyst** at a business intelligence agency
Wuerzburg, Germany

- Data processing and data visualization (dashboards)
- Customizing various extensions and API integration

University of Applied Sciences Wuerzburg-Schweinfurt

10/2018 – 08/2019 **Tutor** in *Web Programming*
Wuerzburg, Germany

- Teaching HTML, CSS and PHP for up to 60 freshmen

Projects

Würzburg Fotobox ↗ (local photo booth rental)

- Building photo booth
- Setup and development of an online shop, leading team of four
- Marketing

We Meme ↗ (multiplayer browser game)

- Planning structure and tech stack, building game, coordinating the related functions in a team of two
- Marketing

Freshis (concept of reducing food waste)

- Market research and potential analysis
- Building branch specific contacts for early validation and client feedback
- Started at circular economy hackathon as a team of four, participated in bootcamp for training and further development, ceased in 02/2020

Skills

Language

German	● ● ● ● ●
English	● ● ● ● ○
French	● ● ○ ○ ○
Italian	● ● ○ ○ ○

Programming Language

HTML	● ● ● ● ○
CSS	● ● ● ● ○
JavaScript	● ● ● ○ ○
Python	● ● ● ○ ○
PHP	● ● ● ○ ○

Software

Google Analytics	● ● ● ● ○
Google Tag Manager	● ● ● ● ○
Wordpress	● ● ● ● ○
Excel	● ● ● ○ ○
PowerPoint	● ● ● ○ ○
Google Data Studio	● ● ○ ○ ○
Git	● ● ○ ○ ○

Social- and Softskills

- Class and years representative
- International Students Club
- Singoldsandfestival (Marketing-Team)
- Student council
- Organisation and execution of school events
- Hosting regular e-commerce meetings across semesters

Certificates

Google Analytics Individual Qualification

Basic and advanced Google Analytics concepts

Digital Analyst (CXL)

Google Analytics, Google Tag Manager, data analysis and presentation training

CXL Certified Optimizer (CXL)

Conversion optimization, user experience and digital analytics training

Examination for Instructor Qualification (AEVO)

Authorization to instruct employees and trainees