

Jonas Bayer

* September 25, 1997

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Find me on [LinkedIn](#)

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 **Freelancing**
Wehringen, Germany Website and online shop development (WooCommerce and Shopware), Analytics implementation
Projects: Webshop for Wuerzburg Fotobox [↗](#), Roesterei Bohnenschmiede [↗](#)

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) incl. project management and process planning

CXL Agency

09/2019 – 02/2020 **Conversion Optimization Project Assistant (Internship)** at a CRO agency
Tallinn, Estonia Qualitative and quantitative research, A/B-testing

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

Skills

Language

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

Programming Language

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

Social- and Softskills

Class and years representative
Singoldsandfestival (marketing-team)
Student council
Organisation and execution of school events
Hosting regular e-commerce meetings across semesters

Software

Google Analytics ● ● ● ● ○
Google Tag Manager ● ● ● ● ○
Wordpress ● ● ● ○ ○
Excel ● ● ● ○ ○
PowerPoint ● ● ● ○ ○