

Sarah Plank

Digital Marketing Expert

Content & Digital Marketing Expert with 5+ years of experience in international corporates (Telefónica, lastminute.com), specialized in SEO-driven content and multi-market strategies (DE/ES/EN).



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EXPERIENCE

Content Manager

Telefónica Germany, Munich

09/2024 - Present

Main Tasks

- Content Management across multiple brands with Adobe Experiment Manager (AEM)
- SEO-driven strategy & AI search optimization (GEO)
- Ensuring structured content processes and high-quality standards within a complex corporate setup.
- Working within agile environments and structured project management processes.

Online Marketing Manager

Loyamo GmbH, Munich

01/2023 - 07/2024

Loyamo is a digital marketing agency with clients from different sectors and sizes. I mainly work for VIU Eyewear & Volkswagen Financial Services.

Main Tasks

- Online Marketing Consulting
- Content Creation: Creative & SEO

Creative Copywriter

lastminute group, Madrid

02/2020 - 01/2023

Main Tasks

- Copywriting for Social Media, Landing Pages & Campaign
- Content Creation for the Newsletter
- Localization (Spanish/English- German)

Contact : upon request

CERTIFICATES & TOOLS

PM Tools I use on a daily basis: Jira, Asana, Confluence, Outlook

Requirements Engineering Certificate IREB, 2025

Marketing Tools: GSC, Sistrix, Screaming Frog, WP, AEM, Klaviyo, Looker Studio

Social Media Marketing, E-Mail Marketing & Content Marketing

HubSpot Academy

ACADEMIC BACKGROUND

Media and Communication Studies (B. A.)

University of Passau, Germany

04/2016 - 04/2019

TOP SKILLS

SEO & GEO

Agile

Requirements Engineering

Communication

Copywriting

E-Mail-Marketing

Content Management

Creative Writing

OnPage SEO

Community Management

MORE ABOUT ME

International marketing professional with experience in Germany and Spain.

My approach is structured, proactive and results-driven.