

LUKAS FOLLERT

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Berlin, Germany



SUMMARY

Recent Full-Stack Development Bootcamp graduate combining analytical and management skills with a creative mindset. I am a life-long learner with two degrees and a background in marketing and management across the sports, health, and tourism sectors. Passionate about solving challenging problems and building solutions that bring joy to users.

EXPERIENCE

Gap Year

05/2024 - Present

Gap year for personal development

- Graduated from 4 months full stack developer bootcamp (JavaScript, React, Git, HTML, CSS)
- Currently in progress: PSM I, PSPO I and IBM Product Manager Professional Certificate

Gym & Marketing Manager

Fenriz Gym

03/2022 - 04/2024 Berlin, Germany

Biggest MMA Gym in Kreuzberg, Berlin.

- Membership Growth:** Expanded gym from 400 to 2,000 members, doubling annually post-COVID.
- Data-Driven Strategy:** Redesigned membership with a credit system, optimizing capacity and scheduling.
- Lead Generation:** Automated trial class bookings, eliminating manual processes.
- Membership & Payments:** Implemented automation, cutting admin work from days to 10 minutes.
- Customer Support:** Customized Zendesk, reducing FAQ requests by 70% and improving response times.
- Brand Repositioning:** Led rebranding to enhance loyalty and community engagement.
- Website Redesign:** Oversaw award-winning relaunch, positioning gym as a market leader.

Assistant To The CEO

Fenriz Gym

01/2019 - 03/2022 Berlin, Germany

Biggest MMA Gym in Kreuzberg, Berlin.

- Customer Experience & Sales:** Managed front desk, optimized trial experiences, and drove membership conversions.
- Website Redesign:** Led WordPress relaunch, enhancing user experience and accessibility.
- Community Engagement:** Produced home workouts, live sessions, and a video newsletter during COVID.
- Content Creation:** Managed organic social media, showcasing classes, equipment, and success stories.
- Educational Resources:** Created a Muay Thai guide, supporting self-training and post-lockdown return.

LANGUAGES

German

Native



English

Proficient



Dutch

Advanced



CERTIFICATIONS

Full Stack Web and App Development Bootcamp

WBS CODING SCHOOL

PSM I

Scrum.org (in progress)

PSPO I

Scrum.org (in progress)

SKILLS

Branding

Account-Management

KPI Reporting

Social-Media-Marketing

Search Engine Optimization (SEO)

Search Engine Marketing (SEM)

Projectmanagement

Eventmanagement

Video Editing

Webdesign

Microsoft Office

Social Media

Marketing Communications

Online Marketing

Online Advertising

Customer Service

Marketing Strategy

Adobe Photoshop

EXPERIENCE

Marketing Manager

omos media GmbH

📅 09/2018 - 01/2019 📍 Berlin, Germany

Production company for nutrition information products.

- **Native Ads & Lead Gen:** Managed KPI-driven Outbrain campaigns for consistent lead generation.
- **Creative Optimization:** Ran A/B tests and experimented with creatives to boost performance.
- **Sales Funnel Development:** Built funnels with upsells to maximize customer lifetime value.

Marketing Manager

Zizoo

📅 10/2015 - 09/2018 📍 Berlin, Germany

Europes biggest boat rental platform.

- **Lead Gen & SEA:** Managed €140K/month Google, Bing & Yandex ads, optimizing with SEM agency. Analyzed performance and reported to stakeholders.
- **SEO & Content:** Used SEA data for SEO strategy, keyword research & automation. Helped develop a tool for rapid landing page generation.

Sales & Marketing Intern

Zizoo

📅 07/2015 - 09/2015 📍 Berlin, Germany

Customer Care & Data Management

Takeaway.com

📅 08/2012 - 03/2015 📍 Enschede, Netherlands

EDUCATION

WBS Certified Full Stack Web and App Developer, Full-Stack Web & App Development Bootcamp

WBS CODING SCHOOL

📅 08/2024 - 12/2024

Bachelor of Arts - BA, Nutrition

Deutsche Hochschule für Prävention und Gesundheitsmanagement

📅 01/2018 - 12/2021

Minor Technology & Management Studies

University of Twente

📅 01/2014 - 12/2015

Bachelor of Science (BSc), Communicationscience

University of Twente

📅 01/2011 - 12/2015