

daniela wagner

## artist, designer, manager and marketer

Hello and good day,

Here is some of my background for you.

I am 52, German and bilingual - German (native) and English. I have had my own successful companies in several countries and in different industries, which are still in existence today and have acquired a considerable body of hands on work experience.

You will have someone on your team who is reliable, capable, versatile, friendly, professional, very creative, communicates well, is multi-talented and self directed.

I am well versed in marketing, design, art, management, sales, PR, sales and customer service, as well as spreadsheets and technology.

I am very comfortable with software and can work with most common applications such as Microsoft Office or the Adobe Creative Suite.

Learning new things is very welcome and ongoing in my life.

As long as I can remember, I have had a passion for creating.

I love producing artwork, design and fashion but also enjoy the process of creating new businesses from the ground up, based on the need of the market.

Marketing in particular is something I have loved to explore in all of its aspects: branding, market research, the production of material for web and print, including the development of websites and digital content such as videos.

I think growing up in the GDR (East Germany) has helped me even more to bring out my creativity, resourcefulness and strive for quality and efficiency.

At the end of this era I went to a fashion design and manufacturing college and completed my education in 1989 - the year the Berlin wall came down.

I moved to the USA in 2001, have visited 2 dozen countries and lived in 5.

Since I was in my 20's I have been continuously expanding my skill sets. I enjoy constantly growing, learning and transforming - inside and out.

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## work experience

I have created websites, branding and marketing content for all companies I have owned. I very much enjoy working on projects and I am very good at getting things off the ground, am very good at the big picture and also the important details of an enterprise.

All of my previous companies have been startups based on the needs of the local market and are still in business today.

### Self Employed:

- 1991 -1995 Owner operator at the Cafe & Bar “Crocodil”, which quickly became the most successful and well known Bar in the state. During this time I also organized 2 local open air concerts. Daily operations, management, sales and marketing. Rostock, Germany
- 2009 - 2014 Owner operator at “Daniela Wagner Design” Custom Evening Wear and Bridal Design & retail store. I also had a Fashion Show in the Capitol Montevideo. During this time I also partook in a music video shoot in Ecuador, providing the dresses for Soprano Kristin Hoffmann. Daily operations, management, sales and marketing. Punta del Este, Uruguay
- 2014 - 2018 Owner operator at “Alegria Organics” 30+ organic skincare and hypoallergenic household products formulation, production and distribution, retail store Daily operations, management, sales and marketing. Cuenca, Ecuador
- 2018 - 2021 Owner operator at “Eco Cleaners Inc” Eco Drop off Laundry & Dry Cleaner Daily operations, management, sales and marketing. Eastsound, Orcas Island, WA, USA

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## employment

- 1995 -1997 Festival organization  
coordination of vendors and bands, marketing  
Berlin Germany
- 1997 - 2000 Health and Life Insurance Sales Rep  
this included a 2 year thorough sales training  
Berlin and Munich, Germany
- 2002 - 2004 General Manger at “Bagel Works” (flagship store of the chain)  
supervision, implementation of standards, team building  
daily operations, management, sales and marketing.  
Keene, NH, USA
- 2005 - 2007 Jewelry Photography and digital editing at “Sajen Inc”  
for their line “Offerings” (sold on ShopNBC)  
Putney, VT, USA
- 2005 - 2007 Jewelry Designer (freelance) at “Sajen Inc”  
for their line “Offerings” (sold on ShopNBC)  
Putney, VT, USA
- 2008 - 2009 Tech support, sales and marketing at an Accounting Software  
development company for their B2B product  
White River Junction, VT, USA
- 2022 - 2023 Receptionist at “Bavarian Inn”  
Custer, SD, USA

Throughout the years I have had several smaller or short term jobs which are not listed here, either for the purpose of a transition to a new area or to get a new business off the ground.

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## education

I am fortunate to have received my education in East Germany, which at the time was the worlds 2nd best educational system. I had not seen a multiple choice question until I took my drivers test. We actually had to come up with our own answers. This made for people who can think for themselves and are able to connect the dots = lots and lots of creative intelligence. I have not found a certificate that adequately translates the very high level of this education to a US equivalent and therefor passed it up.

My favorite classes (and the ones I had best grades in) where math, geometry, art, music, literature and geography, followed by English, Physics and Technology, but I also enjoyed astronomy.

I wanted to go to college for art and design but at the time the protocol was too communist/political for my taste and I decided to enter a trade school for fashion design and mass manufacturing instead, since that would have openend the same doors:

1987 - 1989 Kleidungsfacharbeiter at "Jugendmode Rostock", Germany

The year I finished my education the Berlin Wall came down. Education was no longer free, it changed everything. So I decided to enter a medical college in order to train as a Registered Nurse for 3 years. I dropped out after one year, finding myself unable to cope with the sickness industry and the resulting daily reality in the hospital. I enjoyed the knowledge and education but not the human/patient aspect.

1989 - 1990 Registered Nurse training (incomplete)

Afterwards I decided to become self employed and opened a Cafe together with 2 friends, which was the first of its kind and achieved cult status in the state. This was my first experience meeting the particular need of the market and providing an answer.

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## skills

### Languages

English - fluent, German - fluent (native), Spanish - intermediate

### Design and content creation

Websites: concept, design, development, maintenance, WIX, SEO, UI/UX

Graphic Design: marketing materials, artwork, digital content, videos

Fashion Design: design, pattermaking and production (evening wear)

### Marketing

Branding, Email Marketing, Digital Marketing, Peer to Peer & B2B, Advertising, Local marketing, Social media management, Funnels, Video production, online course development, CRM systems

### Sales

Customer relations, B2B, retail, insurance, services, products

### Management

Project management, Event organization, Retail management, Customer service, Public Relations, Cafe management, Service industry, Executive and leadership positions, strategy and implementation

### Product development

Organic skin care, beauty and cosmetics formulas, household supplies

evening wear design and production

online education, ebook and course development

Youtube and Facebook channels (I have been de-platformed during Covid, the current channels are new)

### Software:

Mac OS, Adobe Creative Suite (most proficient in Photoshop and Illustrator), Open Office, Excel, Word, OneNote, Powerpoint, iMovie and more

### Hospitality

AirBnB Management, Cafe & Food, Reception

## indeed.com assessments

I took some tests on indeed when they were still available.  
Here are the results:

Attention to detail — Highly Proficient  
Identifying differences in materials, following instructions,  
and detecting details among distracting information

Written communication — Highly Proficient  
Best practices for writing, including grammar, style, clarity, and brevity

Marketing — Highly Proficient  
Understanding a target audience and how to best communicate with them

General manager — Highly Proficient  
Solving group scheduling problems and reading and interpreting  
P&L statements

Management & leadership skills: Impact & influence — Highly Proficient  
Choosing the most effective strategy to inspire and influence  
others to meet business objectives

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## resources

### portfolio:

[www.shamyadesign.com](http://www.shamyadesign.com)

an overview of some of my creative output over the years

### my artwork:

[www.shamyaart.com](http://www.shamyaart.com)

line art drawn by hand and digitally finished in Illustrator

### my evening wear design:

[www.shamyafashion.com](http://www.shamyafashion.com)

one of a kind pieces, hand made and uniquely designed with rare silks

### my life coaching service:

[www.shamyacoaching.com](http://www.shamyacoaching.com)

my part in making the world a better place

### Youtube (the new channel)

[https://www.youtube.com/@Original\\_Shamya](https://www.youtube.com/@Original_Shamya)

Its fate and focus has yet to be decided

### Facebook (the new pages)

personal: <https://www.facebook.com/OriginalShamya/>

coaching page: <https://www.facebook.com/ShamyaCoaching/>