

Daniela Wagner

artist, designer, manager and marketer

Hello and good day,

Allow me to introduce myself.

I am native German and bilingual – German and English. I have had my own successful companies in several countries and across different industries, which are still in existence today. I also have enjoyed different levels of employment as well. I hence have acquired a considerable body of hands on work experience. You could consider me street smart.

You will have someone on your team who is capable, reliable, versatile, friendly, professional, very creative but also very analytical, communicates well, is multi-talented and self directed. I am well versed in marketing, design, art, management, sales, PR, sales and customer service.

I love 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 to me 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.

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 that 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 – Germany, the USA, Uruguay, Ecuador and now Malaysia.

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

I would love it if you could consider me for your company – if not for the one applied for, then perhaps another one you see a better fit for everyone.

Thank you kindly and have a beautiful day!

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Due to the vast body of work and different experiences in different fields that I have had, and in order to save you time, this resume offers merely an overview. I am very happy to provide additional details. It is therefor grouped into two work experience sections – employment and self employed.

work experience

I very much enjoy working on projects and I am very good at getting things off the ground, am also very good at the big picture, as well as 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” in Rostock, Germany

It became the most successful and well known Cafe in the state.

During this time I also organized 2 local open air concerts.

Daily operations, management, sales and marketing.

2009 - 2014 Owner Operator at “Daniela Wagner Design” in Punta del Este, Uruguay

This was a Custom Evening Wear and Bridal Design studio and retail store, more in the portfolio below.

During this time I had a Fashion Show in the Capitol Montevideo.

I also partook in a music video shoot in Ecuador, providing the dresses for Soprano Kristin Hoffmann.

Daily operations, design, production, management, sales and marketing.

2014 - 2018 Owner Operator at “Alegria Organics” in Cuenca, Ecuador

30+ organic skincare and hypoallergenic household products

Formulation, production and distribution, retail store.

Daily operations, management, sales and marketing.

2018 - 2021 Owner Operator at “Eco Cleaners Inc” on Orcas Island, WA, USA

Eco Drop off Laundry & Dry Cleaner

Daily operations, management, sales and marketing.

2018 - 2024 Life Coach at “Shamya Coaching” online

guidance, problem solving and working with repeat patterns via one on one life video sessions

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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 in order to get a new business off the ground.

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Education

Despite of excellent grades I made a conscious decision early on to forego college education and aim for hands on life experience instead – a choice I never regretted.

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, which in turn produced highly creative intelligence. I have not found a certificate that adequately translates the very high level of quality of this education to a US equivalent. 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 and chemistry. I decided to enter a trade school for fashion design and mass manufacturing instead:

1978 - 1987 Main Education at “32. Oberschule Heinrich Heine” in Rostock, Germany

1987 - 1989 Diploma Kleidungsfacharbeiter at “Jugendmode Rostock”, in Rostock, Germany
(fashion design and manufacturing)

1989 - 1990 Registered Nurse training (incomplete) in Rostock, Germany

Afterwards I decided to become self employed and opened a Cafe together with 2 partners, 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 and my first experience as an entrepreneur.

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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, pattern making 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

Customer Service

in my own companies, in employed management, in the hospitality industry, in Tech support, Cafe & Food, reception / front desk

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

Software: Mac OS, Adobe Creative Suite (most proficient in Photoshop and Illustrator), Open Office, Excel, Word, OneNote, Powerpoint, iMovie, CRM systems, hotel booking software

Leadership and team building

Innovation, vision and problem solving

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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 (English) — 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