

schübel.biz – service portfolio in a nutshell



You are planning a software development project and are in need of project or product management support?

You want to increase the awareness level of your company, services or products with the help of digital media?

Your website, app or inhouse software isn't up to date any more and you want to revise it?

As a freelance IT service provider and certified Scrum Master/ Product Owner I would love to support you in realizing your software projects and marketing your products!

IT project management

- Agile PM (Scrum, Kanban etc.)
- Rigid PM (Waterfall)
- Project Management Office
- Project assistance
- Management of requirements/stakeholder communications
- Project documentation/reporting
- Contract drafting
- Quality Assurance management

IT produkt management

- Market & competitor analyses
- Concepting marketing strategies
- Development & execution of marketing plans
- Asset creation (key arts, box cover, product descriptions, ad videos etc.)
- Product launch campaigns
- Community management: Building & binding

Online marketing

- Working out your communication goals & development of an appropriate marketing strategy
- (Re-) design of your website
- SEO/SEA
- Social media & email-marketing
- Content marketing
- Editing of your news feeds
- social media marketing

This characterizes my work:

- Pragmatic and solution-focused project management
- Efficient team lead
- High flexibility, I could work at your office on a daily base or remote
- High network/fast access to other specialists and service providers if needed

I could convince you? I am looking forward to your call or your visit at my website www.schübel.biz.

Kind regards,

Susanne Schübel