

Finnian Lonkwitz

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Education

IU International University

B.Sc. in Business Psychology, Marketing Analytics.

Frankfurt
01/10/2027

Goethe Schule Wetzlar

German Abitur (A-levels equivalent)

Wetzlar
01/07/2024

Experience

Karl von Drais E-Commerce

Frankfurt
01/04/2025 – Present

- Joined during the launch of the company's first online shop, contributing to its rollout and ongoing optimization.
- Helped establish the integration between the Shopify online store and the Odoo warehouse ERP, ensuring reliable data sync for orders, inventory, and fulfillment.
- Designed and optimized the Shopify storefront and checkout for intuitive navigation, clear product presentation, and smooth flows, improving user experience and conversion behavior.
- Built and integrated marketing automations across Shopify and Superchat to streamline lead capture, messaging and more.
- Developed a custom Shopify app for the store, extending functionality with tailored features in regard to product data management.
- Built and executed on-page SEO and content strategy (metadata, schema, internal linking), driving significant growth in organic clicks and rankings for key terms.
- Created clear briefing materials on practical AI for marketing, covering content, analytics, and automation, and presented adoption plans to coworkers by translating ideas and pain-points into straightforward workflows and initiatives.

Amory Digital

Lead Product Designer

Remote
01/01/2023 – 01/02/2024

- Designed the entire digital identity and website for a british marketing agency.
- Conducted user research; translated insights into clear design decisions and prioritized requirements.
- Presented design concepts to stakeholders, incorporated feedback to refine solutions and improve outcomes.
- Created requirements documentation and partnered with developers to ensure technical feasibility and smooth handoff.

Freelance Work

Website & Brand Designer

Remote

01/01/2021 – 01/01/2023

- Designed websites, dashboards and brand identities for multiple clients during the period of a few years.

Additional experience**clever fit****Member services associate**

Wetzlar

01/02/2024 – 01/02/2025

- Managed member check-ins, handled inquiries and maintained an efficient reception.
- Conducted tours, explained plans and processed contracts, meeting daily sign-up targets.
- Resolved account issues, scheduled appointments and coordinated follow-ups to improve customer retention.
- Learned a lot about B2C face-to-face marketing and consumer behaviour.