

Alexander Felix Maxelon

[Personal Website](#) | [LinkedIn Profile](#) | Alexander.Maxelon@gmail.com | [0049-151-70823394](tel:0049-151-70823394)

EDUCATION

WHU – Otto Beisheim School of Management, Vallendar, Germany Degree Course: BSc International Business Administration/Management Participation in the Management Abroad Course India (May 2019)	09/2018-08/2021
Audencia Business School, Nantes, France Degree Course: Master in Management (Grand Ecole) Specialization: Consulting	08/2020-12/2020
Xi'an International Studies University, Xi'an, China Degree Course: Chinese as a foreign language	09/2017-05/2018
Leonardo-da-Vinci-Gymnasium Koeln-Nippes, Cologne, Germany Qualification: Abitur (university entrance requirement), Final Grade (1-5): 1.1	08/2009-08/2017
Culpeper County High School, Culpeper, USA Exchange year during tenth grade	08/2014-06/2015

WORK EXPERIENCE

WHU – Otto Beisheim School of Management, Vallendar, Germany <i>Working Student, Public Relations Department</i> <ul style="list-style-type: none">Researching and writing articles about student-related topicsUndertaking market analyses of other European business schoolsConducting interviews with professors and students at campus events	Since 01/2019
Bertelsmann SE & Co. KGaA, Guetersloh, Germany <i>Intern, Corporate Strategy & Bertelsmann Corporate Network</i> <ul style="list-style-type: none">Developed a holistic sales approach for the various Bertelsmann business models and designed training modules for their sales employeesPerformed a market analysis of the European podcast industry for the development of the British Bertelsmann Content and Audio AllianceAnalyzed financial and macroeconomically data and briefed the Bertelsmann Executive Board members at country coordination meetingsSupported various projects and processes of the German Content Alliance	06/2020-08/2020
Infosys Limited, Bangalore, India <i>InStep Intern, Digital Media Marketing Department</i> <ul style="list-style-type: none">Curated and executed a marketing strategy for Infosys' internship programConducted a competitive analysis for Infosys InStepProduced organic social media content for multiple ad campaignsDesigned a content calendar with a focus on branding	05/2019-07/2019
Homelike Internet GmbH, Cologne, Germany <i>Intern, Booking Management Department</i> <ul style="list-style-type: none">Increased sales and turnover figures through customer acquisitionSupported existing private and business customersAssisted customers with the booking process via telephone	06/2018-08/2018

EXTRACURRICULAR ACTIVITIES

Partnership International e.V., student exchange organization <ul style="list-style-type: none">Coordinating monthly meeting days with an average of 40 participantsConducting selection interviews for the CBYX-Scholarship-ProgramPreparing students on three-day seminars for their exchange year	Since 07/2015
Saidia Consulting e.V., student pro bono consulting at WHU <ul style="list-style-type: none">Consulting the board of the Filippas Angel FoundationImproving the scholarship application process	10/2018-09/2019

OTHER QUALIFICATIONS & INTERESTS

Languages	German (native speaker), English (fluent), Chinese (advanced), Spanish (basic)
IT Skills	MS Office (Word, Excel, PowerPoint, Outlook), Python, HTML, CSS, Salesforce
Hobbies & Interests	Tennis, Fashion, Travelling, Photography, Journalism (articles i.a. for the German Handelsblatt publishing house)