

# Alexander Felix Maxelon

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## EDUCATION

<b>WHU – Otto Beisheim School of Management, Vallendar, Germany</b> BSc International Business Administration/Management	09/2018-08/2021
<b>Audencia Business School, Nantes, France</b> Semester Abroad Program Master in Management (Grande École) Consulting Specialization (partially online)	08/2020-12/2020
<b>Xi'an International Studies University, Xi'an, China</b> Chinese as a foreign language	09/2017-05/2018
<b>Leonardo-da-Vinci-Gymnasium Koeln-Nippes, Cologne, Germany</b> Abitur (university entrance requirement)	08/2009-08/2017
<b>Culpeper County High School, Culpeper, USA</b> Exchange year during tenth grade	08/2014-06/2015

## WORK EXPERIENCE

<b>WHU – Otto Beisheim School of Management, Vallendar, Germany</b> <i>Working Student, Public Relations Department</i> <ul style="list-style-type: none"><li>Researching and writing articles for the website of WHU</li><li>Undertaking market analyses of other European business schools</li><li>Conducting interviews with professors, alumni, and students at events</li></ul>	Since 01/2019
<b>QX – Quarterly Crossing GmbH, Frankfurt, Germany</b> <i>Working Student, HR &amp; Talent Acquisition</i> <ul style="list-style-type: none"><li>Generated leads and acquired talent with LinkedIn Sales Navigator</li><li>Conducted telephone interviews with potential candidates</li><li>Supported the Managing Director strategically and operationally</li></ul>	10/2020-12/2020
<b>Bertelsmann SE &amp; Co. KGaA, Guetersloh, Germany (remote)</b> <i>Intern, Corporate Strategy &amp; Bertelsmann Corporate Network</i> <ul style="list-style-type: none"><li>Developed a holistic sales approach for the various Bertelsmann business models and designed training modules for their sales employees</li><li>Performed a market analysis of the European podcast industry for the development of the British Bertelsmann Content and Audio Alliance</li><li>Analyzed financial and macroeconomically data and briefed the Bertelsmann Executive Board members at country coordination meetings</li><li>Acceptance into the internship retention program "Student Challenge"</li></ul>	06/2020-08/2020
<b>Infosys Limited, Bangalore, India</b> <i>InStep Intern, Digital Media Marketing Department</i> <ul style="list-style-type: none"><li>Curated and executed a marketing strategy for Infosys' internship program</li><li>Conducted a competitive analysis of global internship programs</li><li>Produced organic social media content for multiple ad campaigns</li><li>Designed a content calendar and a branding strategy</li><li>Participation in the Global Ambassador Program of InStep</li></ul>	05/2019-07/2019

## EXTRACURRICULAR ACTIVITIES

<b>Diversity at WHU e.V., student diversity initiative at WHU</b> <ul style="list-style-type: none"><li>Organizing events and workshops, including the Diversity Week</li><li>Acquiring and supporting sponsors and speakers</li><li>Promoting diversity-related topics and LGBTIQ+ visibility on campus</li></ul>	Since 08/2020
<b>Be.boosted e.V., independent student leadership program</b> <ul style="list-style-type: none"><li>Concepting social media campaigns</li><li>Developing and managing publicity concepts</li></ul>	Since 08/2020
<b>Saidia Consulting e.V., student pro bono consulting at WHU</b> <ul style="list-style-type: none"><li>Consulted the board of the Filippas Angel Foundation on strategic questions</li><li>Improved the scholarship application process</li></ul>	10/2018-09/2019

## OTHER QUALIFICATIONS & INTERESTS

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