

BRITTA MICKELER

# Customer Lifecycle · Digital Sales · Digital Products & Automation

Zurich · kontakt@brittamickeler.ch · linkedin.com/in/brittamickeler · brittamickeler.ch



## PROFILE

I work at the intersection of customer lifecycle, digital sales, data, CRM and product. At Tamedia, I built and optimised digital purchase and lifecycle journeys, analysed funnel and performance data, managed A/B tests and later led a cross-functional Digital Sales team with KPI, budget and forecasting responsibility. I use AI and automation pragmatically for analysis, structuring complex tasks and automating recurring workflows.

## PROFESSIONAL EXPERIENCE

### Tamedia Publikationen Deutschschweiz AG, Zurich

*Career progression across four roles, from Senior Customer Journey Specialist to Team Lead Digital Sales*

#### Team Lead Digital Sales — Tages-Anzeiger / Finanz und Wirtschaft | 2025 – 07/2026

- Strategic, functional and line management responsibility for a cross-functional team covering acquisition, conversion, engagement and retention; prioritised initiatives across the customer lifecycle based on business impact, performance and feasibility.
- Led the digital subscription growth strategy with responsibility for conversion, retention and ROAS KPIs, budget and forecasting; used funnel and performance analysis, reporting and A/B tests to guide prioritisation and optimisation.
- Connected paid media, onsite communication, personalised purchase and customer journeys, and retention from a business perspective; further developed lifecycle and personalisation approaches with Salesforce Marketing Cloud and Piano.
- Coordinated lifecycle and growth initiatives with Product, Data & Analytics, IT, CRM, Marketing, Customer Service, Editorial and SEO; translated requirements, dependencies and risks into actionable measures.

#### Head of Hub National — Tages-Anzeiger / Finanz und Wirtschaft | 2023 – 2024

- Identified new revenue opportunities and developed product-related digital concepts; for an education initiative, defined target groups and user needs and developed formats, personalisation approaches and KPI logic for sign-ups, trials, app installs and conversion.
- Coordinated national initiatives with Marketing, Product, Editorial, UX, IT and Data & Analytics; developed business cases and decision material for management and translated different perspectives into clear priorities.

#### Head of Journey Management | 2021 – 2023

- Responsible for automated customer journeys and CRM processes across 12 media brands - from registration and purchase to engagement, renewal and churn prevention; further developed digital purchase and usage experiences across the funnel.
- Developed segmentation, marketing automation and personalisation approaches with Salesforce Marketing Cloud and Piano; optimised them using customer behaviour, funnel and performance data, and A/B tests.
- Supported the Piano rollout from the business side through requirements definition, business testing, issue analysis and troubleshooting with the Product Owner; prioritised optimisation opportunities with Product and Data & Analytics.

#### Senior Customer Journey Specialist | 2020

- Developed and optimised automated customer journeys across the digital sales funnel and analysed customer behaviour, segments and performance to identify and prioritise conversion and retention opportunities.

### Sanitas Krankenversicherung, Zurich

#### Marketing Manager | 2017 – 2020

- Business responsibility for digital marketing in customer-facing projects covering customer experience, online sales, a website relaunch and an online magazine; collaborated with business units, IT and external partners.
- Designed digital campaigns and developed tracking, remarketing and system integration approaches for personalised marketing; contributed to business requirements for data, tracking and systems.

Yourposition AG (now Dept Agency), Zurich

Consultant Digital Marketing (AdWords, Branding & Display) | 2013 – 2016

- Advised clients and implemented digital marketing strategies across Search/SEA, Display, YouTube and Remarketing; optimised campaigns based on performance and web analytics data.
- Managed client accounts and contributed to building the Display & Branding business area, including the business case.

EARLIER EXPERIENCE

Independent Digital Marketing Consultant / own SEA & Affiliate business, San José, USA · 2008–2011

SEA, affiliate marketing, and Google and NLP/search projects

Zünd AG, Berneck — Project Manager · 2002–2006

Online and print projects including client consulting, budgeting and coordination of internal and external partners

b+d promotions, Cologne — Junior Project Manager · 1999–2001

Sales promotion projects for international clients, including planning, budgeting and client contact

SELECTED PRACTICE PROJECTS

AI-supported Analytics Audit & Reporting Automation | 2026

- Designed the business logic for a workflow that structures and evaluates tracking, analytics and consent signals and turns them into versioned reports; used LLMs and Google Apps Script for logic design, script components and reusable report text.

LLM-supported Job Matching Workflow — personal practice project | 2026

- Developed a criteria-based analysis and evaluation logic that structures job requirements, distinguishes direct from transferable experience and prepares results for transparent human review.

SKILLS & LANGUAGES

Skills

Customer Lifecycle & Digital Sales · Conversion & Funnel Optimisation · KPI & Performance Analysis · A/B Testing & Optimisation · Requirements Management & Prioritisation · CRM & Marketing Automation · Cross-functional Leadership · Stakeholder Management

Systems & Technical Practice

Salesforce Marketing Cloud · Piano · GenAI/LLM tools · Python (basic) · Google Apps Script (basic) · n8n (basic) · C (basic)

Languages

German: native · English: C1 · French: B2

EDUCATION & PROFESSIONAL DEVELOPMENT

|           |                                                                                                                           |
|-----------|---------------------------------------------------------------------------------------------------------------------------|
| 2026      | 42 Zurich — Piscine · 14 Sep-9 Oct 2026 · Project-based programming in C, peer learning and collaborative problem solving |
| 2026      | CAS Digital Product Management with AI (15 ECTS, completed) · HWZ Zurich University of Applied Sciences                   |
| 2026      | PMP® (Project Management Professional) · PMI                                                                              |
| 2025      | Professional Scrum Master I (PSM I) and Professional Scrum Product Owner I (PSPO I) · scrum.org                           |
| 2025      | CS50P: Introduction to Programming with Python · HarvardX / edX                                                           |
| 2020–2025 | Professional development in leadership, AI and digitalisation · TX Academy                                                |
| 2016      | Certificate Programme in Digital Marketing · Squared Online, Google                                                       |
| 1993–1999 | Diploma in Business Administration (Marketing & HR) · University of Mannheim                                              |
| 1991–1993 | Diploma in Communications Management (BAW) · Bavarian Academy for Advertising and Marketing, Munich                       |

ENGAGEMENT

Since 2024 Toastmasters International · Public speaking, facilitation and feedback practice