

Service Overview

Structure creates effectiveness

Companies and leaders face operational complexity, growing demands, and limited capacity on a daily basis.

I support organizations in professionalizing structures, aligning processes clearly, and executing projects systematically.

My approach combines strategic thinking with operational execution expertise - structured, prioritized, and sustainably effective.

Event Management

Delivering complex event formats with planning reliability and clear accountability structures.

Business events require clear objective definition, structured planning, and precise execution.

I take responsibility for the concept development, steering, and overall operational coordination of complex event formats.

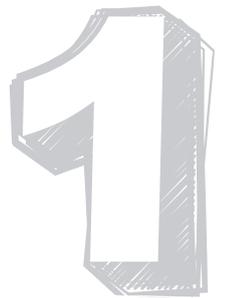
Planning reliability, budget control, and seamless execution remain at the core.

Key areas of focus

- Development of goal-oriented event concepts
- Budget and resource management
- Coordination of service providers and partners
- Schedule planning and operational execution
- Evaluation and follow-up

Example project

Concept development, planning, and overall coordination of a multi-day professional conference with approximately 100 participants. Responsible for event logistics, venue management, speaker coordination, hotel contingents, and participant management. Steering of all involved service providers and partners to ensure a structured, timely, and seamless execution.



Client Perspective

“Die Zusammenarbeit mit Rebecca? Einfach nur top und empfehlenswert. In unseren Projekten hatte ich immer das Gefühl, dass ich mich zu 100% auf Dich verlassen konnte. Und die Feedbacks unserer Gesellschafter und Lieferanten waren immer sehr, sehr positiv. Du hast zum einen die Empathie, mit Menschen erfolgreich ein Projekt abzuwickeln, kannst aber auch mal an der einen oder anderen Stelle den dann nötigen Druck ausüben, wenn es sein muss. Es hat mir wirklich Spaß gemacht und es waren tolle, erfolgreiche Events.”

Stefan Wiech, FEGIME Deutschland

Project Management

Structuring, prioritizing, and guiding complex initiatives to successful completion.

Complex projects require clear structures, defined responsibilities, and transparent steering.

I plan, structure, and support initiatives from objective definition through to successful completion.

The focus lies on prioritization, progress control, and sustainable implementation.

Key areas of focus

- Project planning with milestones and resource structuring
- Budget and risk management
- Stakeholder and communication management
- Progress monitoring and adjustments
- Project closure and evaluation

Example project

Conceptualization, introduction, and structured implementation of a new online tutoring platform (Kajabi), including migration and onboarding of existing clients and tutors. Development of content and communication architecture, creation of visual materials, implementation of automated workflows (including email automations), and coordination of all involved team members and interfaces.



Client Perspective

“Rebecca made an impact on our business within months, quickly implementing a new system for our customers and integrating it into the rest of our workflow. She has been responsive to our needs and provided valuable advice. Thanks Rebecca!”

Chris Hall, Owner, Concept Education

CEO Assistance

Interface between strategy and daily operations - with clarity, discretion, and system.

Leadership capacity is created through clear priorities and stable organizational structures.

I support at executive level through professional organization, process clarity, and operational steering.

The objective is to expand decision-making capacity and reduce operational friction.



Key areas of focus

- Prioritization and executive schedule management
- Communication and document management
- Development of efficient filing and organizational systems
- Process documentation and handbook development
- Operational coordination within day-to-day business

Example project

Comprehensive operational and strategic support to the CEO, including full analysis and restructuring of internal workflows. Introduction, standardization, and optimization of key corporate processes, including:

- Structuring of calendar and priority management
- Reorganization of email and communication workflows
- Optimization of administrative and accounting processes
- Implementation of structured filing and archiving systems
- Establishment of transparent documentation standards
- Improvement of internal coordination and decision-making processes

The objective was sustainable executive relief, reduction of operational friction, and the establishment of transparent, efficient organizational structures across the company.

Client Perspective

“I hired Rebecca, because I needed a complete overhaul of my company, and she had a reputation for being able to tackle very difficult tasks. She managed to resolve issues very quickly and efficiently. She has been able to remove a lot of the chaos, stress and overwhelm which I suffered before getting her support. I can honestly say, I haven’t found a task that she cannot do and everything she touches becomes instantly more organized, more streamlined and basically, how it should be. She is extremely professional, reliable, and has the capacity to work at a very high level. I can highly recommend her services across a wide ranges of company activities.”

Stephanie Molina y Vedia, CEO, Asmantra Sports

Marketing

Coordinating, steering, and reliably executing marketing activities.

Structured organization and operational management of marketing initiatives with a clear focus on continuity, process clarity, and professional external positioning.



Marketing rarely fails due to ideas - but due to missing prioritization, unclear responsibilities, and inconsistent execution.

I ensure that initiatives are not only planned but implemented sustainably.

Key areas of focus

- Development of structured implementation plans for marketing activities
- Organization of content and publishing workflows
- Coordination and steering of external service providers
- Maintenance and further development of digital platforms (e.g., website)
- Creation and adaptation of visual and written content
- Implementation of efficient coordination and approval processes

Example project

Support of company build-up from foundation onward with comprehensive responsibility for organizational, strategic, and operational structures.

Contribution to the development and implementation of a consistent corporate design, as well as conceptualization and execution of key marketing initiatives.

Establishment and optimization of operational workflows to ensure efficiency and clear accountability.

Development and maintenance of strategic supplier and partner relationships, alongside ongoing support to executive management in administrative and organizational core areas.

Planning and execution of corporate events and trade fair appearances to strengthen brand positioning.

Client Perspective

"Rebecca berät uns mit ihrer Expertise in zahlreichen organisatorischen und unternehmerischen Fragestellungen und gibt wertvolle Impulse für die Weiterentwicklung unseres Unternehmens. Sie arbeitet äußerst zuverlässig und selbstständig und übernimmt Projekte ganzheitlich – von der Konzeption bis zur Umsetzung. Ob beim Aufbau interner Strukturen, der Entwicklung und Implementierung des Corporate Designs, der Umsetzung umfassender Marketingmaßnahmen oder der Planung und Durchführung von Events und Messeauftritten: Rebecca führt Themen konsequent von A bis Z und sorgt für nachhaltige, praxisnahe Lösungen.

Besonders schätzen wir ihre Fähigkeit, unternehmerisch zu denken, Prioritäten klar zu setzen und Prozesse effizient zu gestalten. Wir schätzen Rebecca als kompetente Sparringspartnerin und empfehlen sie gerne weiter."

LignaTech GmbH, Geschäftsführung

Collaboration

I work in a structured, independent manner with a clear focus on results and sustainability. Transparent communication and reliable execution form the foundation of my work.

Introductory conversation

For an initial structured discussion regarding your requirements, a complimentary introductory call is available.

