

# LENA WERTHMANN

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## WORK EXPERIENCE

09/2022 - present

Berlin/Cologne, Germany

### Freelancing Project Manager

As a freelance project manager, my clients come from the medical sector, the gaming industry, and the agency environment.

- Successful management of interdisciplinary teams in an agency environment using agile methods.
- Successful collaboration with five different clients, with three of them being regular major clients who commissioned multiple projects.
- Management of budgets exceeding €200,000 monthly for ongoing client projects.
- Optimization and standardization of workflows within the client team through the establishment of structured process documentation.
- Process optimization and digitalization management for clients in the medical trade sector.

05/2022 - 09/2022

Berlin (remote), Germany

### Technical Project Manager Bitcrowd

- Managed two cross-functional teams of 8 employees each at an IT service provider, successfully implementing and standardizing work processes and quality assurance.
- Introduced team-wide work processes and documentation, including the establishment of work instructions and a bug reporting system.
- Oversaw and executed more than 10 deliverables, ranging from short-term tasks to multi-month projects.
- Controlled budgeting and resource allocation to ensure project success.
- Coordinated with stakeholders and clients for requirements gathering, task prioritization, and effective communication of project updates.

06/2019 - 04/2022

Cologne, Germany

### Project Manager Nurogames

- Led teams of 3-5 employees using agile methodologies to successfully implement five gamification and serious game grant projects, overseeing and planning all project phases.
- Successfully completed the "Flip2G" project, focusing on game design and the evaluation and application of the Flipped Classroom concept to serious gaming frameworks.
- Supervised requirements definition and gathering, coordinated partners and stakeholders, and drafted and coordinated deliverables while utilizing the agile Kanban framework.
- Planned seminars, consortium meetings, and workshops as part of the projects.
- Acquired public projects through grant applications with a success rate of 20% (Horizon2020 and Creative Media Europe).

## WORK EXPERIENCE

11/2018 - 05/2019  
Cologne, Deutschland

### **Office- and Event Manager | Working Student Cologne Game Haus**

- Planned and executed internal and external events with up to 100 guests.
- Managed office administration and tenant communication, as well as conducted inventory management.

11/2015 - 05/2019  
Sankt Augustin, Germany

### **Digital Manager | Working Student Plieske + Lederer**

- Developed and implemented a digitalization strategy.
- Coordinated purchasing processes.

## EDUCATION

03/2018 - 09/2020  
Cologne, Germany

### **Digital Management | M.A. Hochschule Fresenius**

- Completed courses in Controlling & Accounting, Entrepreneurship, Innovation, Leadership, Law, and Organization.
- Conducted a Master's thesis on "Global market entry possibilities for an E-health solution supporting patients with smart prosthetics based on an analysis of different global healthcare systems."

10/2014 - 02/2018  
Cologne, Germany

### **Digital Games | B.A. University of Applied Sciences Cologne**

- Completed studies in Game Development, Production & Management, and Media Science, with a focus on Game Design and Game Art.
- Authored a Bachelor's thesis titled "The player as developer: An analysis of player motivations in creating game modifications and a practical application in interactive game development performance design and planning."

09/2016 - 01/2017  
Ansan, South Korea

### **Entertainment Design | B.A. | Exchange Semester Hanyang University**

Completed an exchange semester with a focus on Typography, Public Speaking, and Presentation.

10/2013 - 06/2014  
Aachen, Germany

### **Architecture | B.Sc. | unfinished RWTH Aachen**

- Focused on design and fundamentals of architecture.
- Transferred to a newly established game course in Cologne after two semesters.

## SKILLS

Agile Management (SCRUM, Kanban)



Project Planung & Controlling



Budgeting & Finance



Presentations & Workshops



Problem Solving / Crisis Management



Process Optimization



Academical Writing



Gamification & Game Design



CMS



Design



SEO & Social Media



Healthcare Sector (Germany)



Coding (C#)



Contract and Company Law



### - LANGUAGES

German



English (C2)



## TOOLS

[Atlassian Jira](#) [Adobe Photoshop](#) [Atlassian Confluence](#) [WordPress](#) [Trello](#) [Microsoft Powerpoint](#) [Unity3D](#)

[Microsoft Word](#) [Microsoft Teams](#) [Clockify](#) [Miro](#) [Slack](#) [Google Analytics](#) [Microsoft Excel](#)

## VOLUNTEERING

05/2023 - heute

Bonn, Germany

**Auditor**  
**Bowlingfreunde Bonn e.V.**

10/2011 - 09/2014

Bonn, Deutschland

**Youth Coordinator**  
**Bowlingfreunde Bonn e.V.**

## HOBBIES



Pen & Paper



Video Games



Gardning &  
Crafting



Bowling