



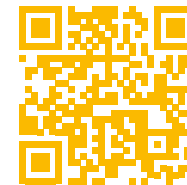
NINA KUBLUN

DIGITAL EXPERT & CONSULTANT

For over two decades, I have successfully supported mainly medium-sized companies in all aspects of digitalisation. In doing so, I have proven myself as **a guide and driving force in consulting, conceptualisation and project management**. I use my empathy and expertise to help my clients understand the complex mechanisms of the digital world so that they can make informed decisions and avoid potential problems in advance.

The simplification of processes and the scalability of solutions are my most important objectives. A holistic approach and interdisciplinary communication is my method. Satisfied customers, motivated employees and the best possible user experience are the result.

The range of industries, the variety of tasks and the challenges associated with them fuel my enthusiasm with every new project. As a passionate user of digital media, I experience the potential of the digital world anew every day, **but I also realise how far we still have to go – that is my motivation**.



Profile to go

| AM

Meticulous

I ensure high quality results by asking detailed questions until I have understood everything and identified the problem.

Adaptive

I value change as a source of inspiration and growth.

Experienced

For over two decades, companies and organisations from various industries have relied on my support when it comes to digitalisation.

Humorous

This enables me to bring lightness in challenging work situations.

Communicative

I am always approachable and transparent. I communicate at eye level and create good relationships with process and project participants.

Supportive

I actively pass on my knowledge so that my customers understand it, can make use of it and gain lasting expertise themselves.

| CAN

Consulting

Conception Workshops

Workflow analysis

Process revision

Project management

Scrum Kanban

Agile working

Team management

Stakeholder management

SEO optimisation

UX optimisation

CRM

Online marketing

Fluent English

| SHOW

Loyalty

I behave honestly, respectfully and fairly towards the team and stakeholders and represent the position of my clients with full commitment.

At the same time, I remain true to myself and pursue the goals I set with all the expertise I have gained from my many years of experience.

Knowledge of human nature

My empathy and intuition enable me to understand social systems and recognise when and where there is a problem.

This is particularly valuable when it comes to improving communication and co-operation between interfaces, even in difficult situations.

Team spirit

I am unpretentious and, as a true team player, can let others take the lead if it serves the cause.

Curiosity

I love learning and am open to new things. I follow various industry experts and regularly undergo further training.

For example, in systemic organisational consulting and systemic group dynamics at Simon, Weber & Friends or as an online marketing expert at 121 WATT.

| USE

Adobe XD

Jira Confluence

Asana Click Up

Miro Board

AEM Typo 3

Wordpress

Balsamiq MS Office

Teams Slack

Matomo

Google Analytics

Discord

Chat GPT

Vogel Corporate Solutions GmbH

CONSULTANT DIGITAL TECH

B2B website relaunches for medium-sized and large companies

Process development and optimisation

Stakeholder management

User Experience (UX)

Customer consulting

SEO

team management

- Optimisation of customer-specific processes – holistic digitalisation
- Development of a modular system for building specialised B2B websites
- Standardisation of internal processes
- Development of workshop-based customer needs analysis
- AI integration

References: (Selection): kti-plersch.com | mdesign.de | wab-group.com

PÿUR

DIGITAL CONSULTANT

Advising internal departments on website requirements.
Revision of the area for infrastructure expansion on the website
from a UX and editor's point of view

Consultancy

Conception

User Experience (UX)

Stakeholder management

- Standardisation of the infrastructure project websites
- UX optimisation front and back end

Reference: pyur.com

Systemische Gesellschaft e.V.

CONSULTANT FOR DIGITALISATION

Optimisation and digitalisation of application processes

Process development & optimisation

Workflow analysis

Process revision

Consulting

Conception

Workshops

Stakeholder management

- Cross-platform UX-optimised digitalisation of application processes
- Coordination of interfaces and tools to ensure seamless data transfer
- Minimisation of error rates during application processing
- Minimierung von Rückfragen bei Antragsstellung durch intelligente Benutzerführung der Formulare

Reference: systemische-gesellschaft.de

Omnis Agentur für Kommunikation GmbH

DIGITAL CONSULTANT

Digital consulting for companies in the healthcare sector

Website projects

Workshops

Customer consulting

Online marketing

Team management

Stakeholder management

- Conversion of 12 clinic websites to a UX-optimised patient portal
- User-optimised tracking concept
- Target group-optimised effective online marketing

References: wicker.de | ikkbb.de/wir-hier

VSI / Voice & Script International

CONSULTANT WEBSITE RELAUNCH

Consultancy and support for an international website relaunch

Workshops

Teamleitung

Projektleitung

International

SEO

User Experience (UX)

Stakeholdermanagement

- Target group-optimised website
- Optimised user guidance in front and back end
- Optimised international visibility

Reference: vsi.tv

Scholz & Friends Agenda

DIGITAL PROJECT MANAGEMENT

Realisation of landing pages for two federal ministries

Customer consulting

Project management

Stakeholder management

- Information page „Wir stärken die Pflege“ for the Federal Ministry of Health
- Information page „Digitalstrategie“ for the Federal Ministry for Digital and Transport Affairs

Reference: digitalstrategie-deutschland.de

INDUSTRIES & COMPANIES

Finance

- Sparkasse Vest Recklinhausen
- RET 10 GmbH

Healthcare

- IKK Brandenburg und Berlin
- Klinikgruppe Werner Wicker GmbH & Co.KG

Industry / Medium-sized companies

- KTI Plersch Kältetechnik GmbH
- Haacon Hebeteknik GmbH
- Watt Drive Antriebstechnik GmbH
- H. Butting GmbH & Co. KG
- Rain for Rent International GmbH

Art / Creative Industries

- Christo & Jeanne Claude

Media / Advertising

- Vogel Corporate Solutions GmbH
- Vergabe24 GmbH
- Omnis GmbH
- Scholz & Friends Family GmbH
- Saatchi & Saatchi GmbH

Public institutions

- Central Park Conservancy New York
- Bundesministerium für Gesundheit
- Bundesministerium für Digitales und Verkehr

Telecommunications

- T-Systems International GmbH
- Telecolumbus AG

Associations / societies

- Systemische Gesellschaft e.V.
- Arbeitskreis Neue Erziehung e.V.

Homeday GmbH

TIMO WAGNER
VP Marketing

“Nina is an excellent project manager who keeps a cool head even in stressful phases and more importantly, she remains empathetic at all times and communicates with all stakeholders at eye level. In our joint projects, I appreciated her broad knowledge of all digital topics as well as her ability to quickly familiarize herself with new topics and challenges.”

Voice & Script International

SARAH GOFF
Head of Marketing

“I have worked with Nina for the past three years on various projects. During that time she has been a very strong mentor to me, and her collaboration has been vital to the success of the various project. She is incredibly dedicated and driven to achieve strong results, as well as a pleasure to work with. She has a wealth of knowledge to lend to any project, whilst always ensuring the best possible outcome. I highly recommend her as a strong resource for any future collaborations.”

The Brettinghams GmbH

**RICHARD
BRETTINGHAM-SMITH**
Geschäftsführender Gesellschafter

“Nina is a very experienced project manager and keeps the threads together even in complex digital projects. She has an overview of the requirements, coordinates the options with designers, developers and stakeholders and finds the right solutions to ensure project success. Looking forward to the next joint project.”

LEA GmbH

CHRISTINA GRUBENDORFER
Managing Partner

“Nina is the best consultant for digital projects. She has an extraordinary ability to quickly familiarise herself with new subject matter, ask smart questions, highlight the problem and get to the heart of the matter. Nina understands where things get stuck and, above all, knows that it is often about improving relationships between those involved, organising collaboration differently and building bridges of understanding. Nina is a translator between the worlds of different specialist disciplines.

I can only warmly recommend working with her.”

VSI Berlin GmbH

ULRIKE SCHUBERT
Managing Director

“Nina has accompanied us on very complex projects over the last few years, provided us with enormous support and always gave us excellent advice. Her wide-ranging expertise, her great ideas, her energy and her ability to motivate teams and never lose sight of the goal never fail to inspire me. When things get stuck, Nina rolls up her sleeves and finds a good and convincing solution for everything.”

Omnis - Agentur für
Kommunikation GmbH

ANNETTE CONRADT
Inhaberin

“Nina Kublun has been advising us and our customers for many years with her great expertise and experience in a wide variety of digital projects and has thus become an irreplaceable part of our team.”

LET'S TALK

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[digitale-projekte.com](https://www.digitale-projekte.com)