



Sascha Meier

Online Business Strategist

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About Me

I am an accomplished technical professional with expertise in team management, product innovation, research and development, and project management. Highly skilled in learning and being able to grasp new concepts quickly, I reoriented myself professionally and developed a strong skill set in online business strategies, marketing, and content creation. I now provide coaching, offer freelance services, and create educational content to help and empower digital entrepreneurs to succeed with their online business.

Skills

- Business Coaching
- Strategy Development
- Content Creation
- Video & Audio Editing
- Social Media Management
- Analytical Thinking
- Reliability

Expertise

- Online Sales Funnels
- Email Marketing Automation
- Affiliate Marketing
- e-Residency Estonia
- AI Voice Synthesis

Languages

- German
- English
- French
- Spanish
- Vietnamese

Work Experience

09/2019
- Present

Founder & Online Business Strategist | 4 years +
Niavimi OÜ | Tallinn, Estonia | Location-Independent Operation

- Develop and execute online business strategies to drive revenue growth and profitability for clients
- Implement effective online sales funnel / email marketing automation systems and online course configurations
- Create educational and inspirational video content about online business topics, tools, and strategies
- Provide AI speech synthesis freelance services for audio / video content creation, audiobook and online course production, etc.

05/2018
- 08/2019

Sabbatical & Reorientation | 1 year 3 months

- After 24 uninterrupted years in the profession, realigned and educated myself in online business and marketing strategies
- Became Estonian e-resident & founded my company Niavimi OÜ

05/2015
- 05/2018

Head of Development Engineering | 3 years
Huber+Suhner North Asia | Shanghai, China

- Established and led an operational development team of 13 people
- Built, managed, and developed an R&D test laboratory to perform electrical, optical, mechanical, and environmental tests
- Built, managed, and developed a sample workshop to produce RF connector and RF cable assembly samples for customers
- Led RF and FO R&D cost reduction and process improvement projects

01/2007
- 04/2015

Development Engineer | 8 years 3 months
Huber+Suhner AG | Herisau, Switzerland

- Managed development projects of RF connectors and RF cable assemblies in cooperation with global teams
- Carried out mechanical and electromagnetic FEM simulations
- Prepared and conducted statistical experimental designs (DoE)

11/2004
- 12/2006

Design Engineer | 2 years 1 month
Huber+Suhner AG | Herisau, Switzerland

- Collaborated in development projects in cooperation with cross-functional teams and with internal and external suppliers
- Prepared concept and feasibility studies

09/2003
- 10/2004

Research & Development Employee | 1 year 1 month
Mirad Microwave AG | Waldstatt, Switzerland

- Calculated, designed, simulated and measured various RF waveguide and filter components

09/1998
- 09/2003

CNC Operator | 5 years
Mirad Microwave AG | Waldstatt, Switzerland

- Programmed and operated entire machinery of 3- and 5-axis CNC machining centres and conventional turning and milling machines

Education

10/2001
- 11/2005

Bachelor of Engineering
University of Applied Sciences | St. Gallen, Switzerland

- Degree studies in Mechatronics specializing in Mechatronic Systems, attended while in full-time employment

08/1994
- 08/1998

Toolmaker Apprenticeship & Professional Baccalaureate
ETA SA | Grenchen, Switzerland

- Specialized in injection molding tools. Professional baccalaureate attended while in full-time employment.