



PROJECT STUDY OR IDP: WEBSITE DESIGN AND OPTIMIZATION!

MAIN TOPICS



- Website ideation & creation
- Marketing material design
- SEO & analytics optimization

SEND YOUR APPLICATION TO:

lieke.steeghs@ambitionfit.de

MORE DETAILS



PROJECT STUDY / IDP @AMBITIONFIT: ELEVATE YOUR WEBSITE BUILDING & MARKETING SKILLS!

Company Background

Are you passionate about website creation and brand design? Join me in shaping the marketing presence of **AmbitionFit**. AmbitionFit targets goal-oriented professionals in their late twenties to fifties, who struggle to prioritize their health due to demanding office hours. Through fitness transformation programs, we empower individuals with structured workouts and nutrition strategies that fit into their hectic schedules.

Currently, I'm refining my approach with test clients and looking for enthusiastic TUM students to collaborate on improving my online presence. Together, we'll build a strong, engaging website and develop a compelling brand identity.

Key Objective

Our focus will be on building and optimizing a professional website to effectively communicate AmbitionFit's mission and services. We aim to enhance brand visibility through strategic content creation and digital marketing. Additionally, we will leverage data-driven insights to improve website performance and maximize marketing impact.

Potential Work Packages

1. Website ideation – Research competitor websites, define structure & select a theme
2. Website creation – Build web pages & set up key features (e.g., newsletter opt-in)
3. Website optimization – Improve SEO, performance tracking & refine user experience
4. Marketing & Branding – Develop content strategies & design promotional materials

Requirements

- Experience in website development (no specific programming language required)
- Interest in marketing & design (content strategy, branding, and digital outreach)

Advantages

- We'll figure out together what motivates you and how you can be fairly compensated
- You'll get top-notch supervision, drawing from my own work experience at TUM ERI
- This is a great learning opportunity to understand and apply several of the business-building methods taught in the TUM ERI "Entrepreneurial Prototyping" course

Details

- Earliest Start Date: asap
- Latest Start Date: April 30, 2025

How to Apply

If you're interested, please send a few sentences about your motivation and why you're a suitable candidate. Include specific examples of your website building or design experience. Contact me at lieke.steeghs@ambitionfit.de.

Join me in creating a healthier future!