

# Oliver Heesch

## Digital Marketing Professional



📍 08009 Barcelona, Spain

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🌐 <http://www.oliverheesch.de>

### Last Experiences

Since 04/17  
Worldwide Digital Marketing Manager  
Digital Lead for GSB Large Format Printing

04/15 – 04/16  
Digital Marketing Manager EMEA Supplies  
Lead end-to-end HP Original Supplies EMEA Marketing

09/13 – 03/15  
Sales Supervisor Global Sales & EMEA Agency Team  
Acquisition & Pipeline management of 500+ EMEA accounts

06/11 – 06/13  
Marketing Communication Manager  
Marketing & Public Relations for a Clinic Group



### Expertise

- Team supervision, evaluation & training
- eCommerce & Online Merchandising
- International Project Management
- Content production & editorial
- Sales Management & training
- Data & Performance Analysis
- Corporate Communication
- On- & Offline Marketing
- Graphic & Web design

### Wrap up

- Data driven Digital Marketing and Sales professional with 20+ years experience
- Development of a customer centric WW Digital Marketing strategy
- WW Search/Programmatic Lead with \$XM yearly investment
- Conduct of B2C/B2B IT Online Store with \$xM+ revenue per quarter
- Targeted B2C/B2B EDM campaigns for a 100K+ audience
- Pipeline management of 500+ EMEA accounts with \$xM+ revenue per quarter
- Portfolio management of 400+ EMEA Agency and 70+ SMB DACH accounts
- 20+ Digital Marketing Webinars focused on training and product adoption
- 8+ years leading experience of departments and teams up to 30 employees
- 7+ years international remote and on-site project management
- Recruiting of 50+ team members and 150+ interviews

### Certificates

- SoMe & Communication Management
- Leadership & Organizational Behavior
- Team Management and Supervision
- Facebook Bluepring eLearning
- Digital Marketing Research
- Consultative Selling
- Google Certified

### Education

- 01/12 – 02/13 Psychological Counselor, Studiengemeinschaft Darmstadt
- 06/08 – 05/09 International Media Consultant, Fachinstitut fuer Grafikdesign
- 06/08 – 05/09 Graphic Designer, Chamber of Commerce Berlin
- 08/03 – 03/04 Marketing Management, Chamber of Commerce Frankfurt
- 09/90 – 08/91 One year Business Economic School, Bremen
- 09/80 – 08/90 Extended Secondary School Diploma, Bremen

### Projects



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