

CV

PERSONAL DETAILS:

Surname: Klockzin
Name: Kevin
D.O.B.: 23. July 1982
Nationality: German



EDUCATION:

08.2021 – to date

Web Development

*Online courses through Codecademy
Learning the fundamentals of HTML, CSS, JavaScript, SQL
Studying part-time for about 15 hours per week*

04.2012 - 07.2016

B.A. degree program

*Otto Friedrich University, Bamberg
Communication Science (major, Bachelor thesis pending)
Business Administration (completed)
Political Sciences (completed)*

07.2003 - 12.2004

Swiss Hospitality Management Diploma

Institut Hôtelier "César Ritz", Le Bouveret (Switzerland)

06.2002

Abitur

Max Reinhardt School, Berlin

06.2000

High School Diploma

Antelope Valley High School, Lancaster CA (USA)

TRAINING:

- Marketing for Pharmaceuticals & Medtech – Haufe Akademie
- SEO Pro & SEA Pro - OMR Deep Dive
- Google Ads by Isaac Rudansky - Udemy
- Facebook & Instagram Advertising – OMR / Headstart
- Facebook Advertising – Blue Jeans by Facebook
- Masterclass - Digital Marketing Toolbox
- Google Marketing Platform - Google
- Adobe CC – University of Bamberg

SKILLS MATRIX:

Taxonomy	Details	Years of experience	Level*	Applied last
OS	Windows / OSX / Ubuntu	23	5	current
EDV	MS Office / Google Workspaces	23	5	current
CRM	Salesforce	4	3	2017
	Pipedrive	2	4	2017
	Bitrix24	2	3	2017
	Hubspot	2	3	current
	Zoho	1	2	current
Design	Adobe CC (Photoshop / Indesign / Illustrator)	4	3-4	current
CMS	Wordpress	5	4	current
	Wix	2	4	current
	Webflow	1	3	current
	Sitejet	1	4	current
WebDev	HTML5	5	3	current
	CSS3	5	3	current
	Google Search Console	3	4	current
	Google Tag Manager	3	3	current
Analytics	Google Analytics UA + 4	5	3	current
	Sistrix	3	4	current
	Screamingfrog Seo Spider	3	3	current
	Ryte	3	4	current
	Mouseflow / Hotjar	1	2	2020
Various	Hubspot Marketing	1	2	current
	MailChimp & Mailjet	3	3	current
	Newsletter2Go / SendinBlue	2	4	current
	Outbrain.com	1	3	2019
	Getresponse	1	4	current
	AutopilotHQ	1	3	current
	Salesmanago	1	3	current
	Unbounce	1	3	2019
	Hootsuite / Socialpilot	2	3	current
	Facebook Business Manager	5	4	current
Admin	Zapier	1	2	current
	Asana	3	5	current
	Trello	5	5	current
Languages	German		Native	
	English		5	current
	French		3	current
	Spanish		3	current

1 = beginner; 2 = advanced; 3 = average; 4 = above average; 5 = expert

PROFESSIONAL CAREER:

04.2022 – 12.2022

Emperra | Medtech

(Remote, Freelance)

Consultant / Performance Marketing Manager

- Conception & development of B2B full-funnel strategies
- Assisting with SEM / SoMe / email / print / events
- Development and implementation of marketing processes
- Administration, liaison, budget planning, report generation

07.2021 – to date

ecomex | Education

(Remote, Freelance)

Trainer

- Introduction to WordPress, HTML, Elementor and WooCommerce
- Creating and developing all course material

07.2019 – to date

Bamberg Digital

(Bamberg, Alicante)

Website Dev / SEO / Performance Marketing Manager

- Brokering projects & assignments to freelancers within my network
- Development of full-funnel sales & marketing strategies
- Arranging workshops with training & coaching sessions in marketing
- Assist in conceptualizing & developing websites
- Clients served to date:
 - Prinz Spirituosen
 - Michls Allgäumetzgerei
 - Digital.Fabrik Bamberg
 - Dr. Platzek & Sohn Medizintechnik
 - Avé Gold
 - Dein Balkon
 - Lia & Friends
 - Softwarewerkstatt
 - Volksboden
 - Reitsportzentrum Neustadt a.d. Aisch
 - Bierapostel
 - Gewürzhelden

08.2021 – 03.2022

Bayer CropScience | Agriculture

(Mohnheim am Rhein, DE, Freelance)

Consultant / Content Marketing Manager

- Conceptualized & developed full-funnel strategies & processes
- Created marketing material and content for multiple channels
- Was part of a team that prepared the company's participation at key

international exhibition > was cancelled due to Covid 19

07.2019 – 07.2021

four-quarters EXIST | Consulting

(Nuremberg, Germany, Freelance)

Marketing Consultant & Trainer

- Consulted and trained founders of start-ups in marketing foundations
- Developed WordPress websites
- Helped conceptualize & develop full-funnel strategies & processes
- Assisted clients in SEM, social media ads, email marketing, print marketing and content marketing related tasks
- Built and supported a Kickstarter campaign

07.2019 – 03.2021

Rehago | Medtech

(Reutlingen, Germany, Freelance)

Head of Marketing

- Conceptualized & developed full-funnel B2B & B2C strategies
- In charge of all online and traditional marketing related topics, e.g. SEA, SEO, social media ads, landing pages, email & print marketing,
- Developed marketing processes
- Conceptualized, built and relaunched the company's website
- Conceptualized and built the company's B2B and B2C shops
- Administration, budget planning, reporting
- Shaped the entire recruitment process & built a small marketing team
- Prepared workshops and trained employees

02.2018 – 06.2019

resmio | SaaS

(Nuremberg, Germany, Full-time employee)

Marketing Team Lead

- Rebuilt and shaped the marketing department and its processes
- Recruited and managed a marketing team of up to 5 staff members
- Sourced & coordinated agencies, media partners, freelancers & suppliers
- Established and curated press contacts
- Redesigned & relaunched the website in 14 languages
- Developed campaigns, ads, content and landing pages (SEA and SoMe)
- Introduced new tools
- Prepared regular reports for C-level management
- Budget responsibility (2018: 200,000 EUR)

Reason for leaving:

Various. Due to the relocation of the company, my daily commute time increased to 160 min and, in addition, I wasn't 100% satisfied with the overall working experience at resmio.

08.2016 – 01.2018

safactory | IoT

(Bamberg, Germany, Full-time employee)

Marketing & Communication Manager

- First time I built a new marketing department from scratch

- Lead a small team (a graphic designer and multiple student trainees)
- Planned, developed & implemented all communication measures
- Analysed and evaluated campaigns, prepared reports for management
- Conceptualized and created business plans, pitch decks etc.
- Editorial responsibility; content creation multiple communication channels
- Sourced and coordinated agencies and media partners
- Established and curated press contacts
- Identified, prepared and attended important events
- Budget planning

Reason for leaving:

Unpleasant working atmosphere. Merger fell through and the company found itself in financial difficulties shortly thereafter.

02.2013 – 05.2017

Blue Cell Networks | Hardware Development match2blue | Software Development

(Bamberg, Germany, Full-time employee)

Sales & Marketing Manager

- Was a main sales representative for both companies
- Managed team of up to 3 staff members
- Conducted market and competition analyses
- Was part of an executive team who created various business plans, pitch decks, company presentations and key offers
- Planned & implemented all communication measures
- Analysed and evaluated campaigns, prepared reports for management
- Planned, developed and implemented business plans, pitch decks etc.
- Editorial responsibility; content creation multiple communication channels
- Sourced and coordinated agencies and media partners
- Established and curated press contacts
- Identified, prepared and attended important events
- Budget planning

Additional activities:

- Sales representation for the locally hyped IoT start-up Favendo
- Identified and initiated sales opportunities
- Planned and developed communication material
- Prepared business material

Reason for leaving:

None. Corporate merger.

02.2012 – 04.2012

Costa Nachrichten | News

(Alicante, Spain, Internship)

Editorial Intern / Volunteer

- Scouted interesting topics for news articles, stories, etc
- Conducted interviewed and photo documented events
- Wrote multiple small pieces (stories, reports, features)
- Translated content from Spanish to German

Reason for leaving:

Completion of the compulsory internship.

11.2008 – 01.2012

DAV | IT Recruitment

(Cape Town, South Africa, Full-time employee)

Specialist Consultant

- Created content for multiple communication channels
- Planned and implemented communication and sales measures
- Identified job vacancies through cold calling, networking & web research
- Secured agency contracts and negotiated T&Cs
- Scouted and screened hundreds of candidates for suitability
- Conducted 5 to 7 interviews with candidates per week
- Negotiated employee contracts and salaries
- Liaised with client and candidates
- Administration

Reason for leaving:

Distance to family. I was keen to continue studying and get a degree.

02.2008 – 10.2008

DEUTSCHE BAHN STATION & SERVICE AG

(Berlin, Germany, Freelance)

Marketing & Public Relations Manager

- Planned and implemented various communication measures and events
- Sourced and coordinated agencies, media partners and suppliers
- Established and curated press contacts
- Managed large ad budgets
- Liaised closely with DB center managers

Reason for leaving:

End of contract.

07.2007 – 01.2008

MARRIOTT / RITZ-CARLTON | Hospitality

(Berlin, Germany, Full-time employee)

Sales Office Coordinator

- Checked availabilities for group reservation requests
- Drafted contracts for large group bookings
- Liaised closely with travel coordinators / delegation heads

Reason for leaving:

Monotonous. Desired to build something of my own.

04.2006 – 04.2007

BEACH ROTANA HOTEL & TOWERS | Hospitality

(Abu Dhabi, VAE, Full-time employee)

Groups Coordinator

- Responsible for all types of groups (leisure, business and governmental)
- Entered bulk reservations (large allotments for groups) into the system
- Prepared and presented group information sheets for all departments
- Coordinated all modalities according to the signed group contracts. such as transport, visas, catering, payment, etc.
- Liaised closely with heads of delegations
- A groups coordinator is a key position (information hub) for all group related matters that affect almost all departments and outlets

Reason for leaving:

Unhealthy working environment and workload, lack of work-life balance and inadequate pay-effort ratio.

02.2005 – 03.2006

TOWERS ROTANA HOTEL | Hospitality

(Dubai, VAE, Full-time employee)

Management Trainee

- Was assigned to work for up to 8 weeks in all "front of the house" areas as well as in accounting and housekeeping

Reason for leaving:

Promoted and transferred to flagship property in Abu Dhabi.

12.2003 – 05.2004

HOTEL DES TROIS COURONNES | Hospitality

(Vevey, Switzerland, Internship)

Waiter

- Training across all food & beverage outlets

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REFERENCES:

Available upon request