

# MARK RÖDIGER

Freelance Sr. Marketing Manager - Strategy | Planning | Concept | Execution

Senior Marketing Manager from Berlin with 10 years of experience and an academic background in Business Administration and Marketing. Extensive international and intercultural experience. Fluent in three languages. Expertise includes strategic and holistic thinking, data-driven decision-making, innovative conceptualization, and efficient project management.



## PROFILE

### *MARKETING*

Strategy, budget planning, campaign concepts, lead generation, field-marketing, events, online & offline, e-mail marketing, automation, analytics, B2B & B2C, brand and communication

### *LANGUAGES*

German, English, Spanish

### *METHODOLOGIES & SOFT SKILLS*

Projectmanagement, stakeholdermanagement, intercultural communication, design thinking, scrum

## SKILLS

### *PROJECTMANAGEMENT*

Monday, Asana

### *DESIGN*

Adobe Suite (PhotoShop, Lightroom, Illustrator, InDesign, Premiere), Figma

### *AI APPLICATIONS*

ChatGPT, GPT4, Adobe Firefly, Midjourney

### *CMS*

WordPress

### *CRM*

Salesforce

### *ONLINE MARKETING AND ANALYTICS*

LinkedIn Ads, Google Ads, Google Search Console, Google Analytics, Dream Data

### *EMAIL MARKETING*

HubSpot, Marketo

### *SOCIAL*

HootSuite, Sprout

## EXPERIENCE

### *Sr. MARKETING MANAGER*

Mapp Digital, Berlin  
10/2022 - 03/2024

### *MARKETING MANAGER*

SmartRecruiters, Berlin  
07/2021 - 09/2022

### *MARKETING MANAGER*

PDA Europe, Berlin  
05/2019 - 06/2021

### *PROJECTMANAGER TRADEMARKETING*

iMi Gruppe, Wiesbaden  
01/2018 - 12/2018

### *MANAGER BRAND-COMMUNICATION*

Fonetic, Madrid  
03/2017 - 09/2017

### *MARKETING ANALYST*

Bloombees, Madrid  
04/2016 - 02/2017

### *MARKETING - SALES CONSULTANT*

IVC, Madrid  
09/2014 - 11/2015

## EDUCATION

### *UNIVERSIDAD AUTÓNOMA DE*

*MADRID, SPAIN*

Master of Arts  
Marketingmanagement  
2015

### *FACHHOCHSCHULE WORMS,*

*GERMANY*

Bachelor of Arts Tourism  
and Travelmanagement  
2013

## CONTACT

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### *WEB*

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