

## Contact

[www.linkedin.com/in/florianeckelmann](https://www.linkedin.com/in/florianeckelmann) (LinkedIn)  
[www.muydozo.com](https://www.muydozo.com) (Company)

## Top Skills

Social Media  
Marketing Strategy  
Business Strategy

## Languages

English (Native or Bilingual)  
German (Native or Bilingual)  
French (Professional Working)  
Spanish (Professional Working)

## Certifications

TOEFL  
1. juristisches Staatsexamen

# Florian M. Eckelmann

Partner and Creative Director at ® " " Business Punk  
Cologne

## Summary

Expert for brand marketing, loyalty and brand ambassador programs. Digital entrepreneur with 8+ years of expertise in online marketing and the international events scene. Analytical and artistic automobile and video game enthusiast.

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## Experience

### Nouvellune GmbH

Partner

August 2021 - Present (9 months)

Schindellegi, Schweiz

Nouvellune is one of the leading brands for supplements and highly innovative health products.

### MUYDOZO

Co-Founder

October 2018 - Present (3 years 7 months)

Performance Marketing Agency with focus on Facebook, Instagram, Pinterest, TikTok & Taboola. MUYDOZO combines creativity with data-based strategy in order to fuel our clients' business growth.

### AIO by Clair

Partner

April 2020 - December 2021 (1 year 9 months)

### Hypd

CEO & Co-Founder (Exit 2020)

March 2016 - May 2020 (4 years 3 months)

Cologne Area, Germany

Hypd is the world's most powerful and versatile brand ambassador software. We allow brands to use their fans as an authentic marketing channel. With Hypd brand owners increase their reach and sales without depending on social media platforms and their reach limitations.

\*Exit April 2020\*

## KEEN Holding GmbH & Co KG

Co-Founder

April 2012 - May 2019 (7 years 2 months)

Hamburg, Germany

KEEN Holding is sole or majority shareholder in several businesses and proprietor of various brands.

Through one of their subsidiaries they owned and operated NEONSPLASH Europe's Largest Paint Party. The live entertainment concept toured 60 cities in Europe between 2011 and 2015 and sold over 1 million tickets. In 2014 NEONSPLASH Paint-Party held a summer residency in Ibiza at Privilege. In 2015 was sold to a Belgian concert promoter.

Other concepts in the live entertainment business include Zombie Run and City Slide. Both concept garnered wide media attention and are still operational.

KEEN Holding also operated the brand "Matthew Mockridge" including Spiegel best-selling book "Dein nächstes große Ding" and former iTunes #1 Podcast "Smart Entrepreneur Radio Show".

## NEONSPLASH

Co-Founder, Head of Design (Exit 2015)

April 2011 - April 2015 (4 years 1 month)

Founded and grew EDM concert tour and Europe's largest Paint-Party with over 250 tour stops in 60 cities on their tour schedule including an Ibiza Summer residency and over 1M tickets sold.

Exited in 2015 to Belgian Live Entertainment company ST Live.

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## Education

Universität Hamburg

1. Juristisches Staatsexamen, Law · (2009 - 2012)

Georg-August-Universität Göttingen

Zwischenprüfung, Law · (2007 - 2009)

EF International Language School - Boston, MA

Master Business English, Business Administration and Management,  
General · (2006 - 2007)