

Coordonnées

www.linkedin.com/in/dr-pascal-volz
(LinkedIn)

Principales compétences

Online Marketing
Marketing
SEO

Languages

Französisch (Full Professional)
Deutsch (Native or Bilingual)
Englisch (Full Professional)

Honors-Awards

The Best Agency Award
PR Report Award - Publikumspreis
Criteo SMARTech Award
Best of B2B Marketing Award "BoB"
IN2 SABRE Award EMEA

Publications

Musiknachfrage im Internet (Demand for Online Music)
Critically Attribute Your Marketing Spend To Best Allocate Resources & Continually Develop & Refine Your Campaigns To Deliver Greatest Value
Personalisierung im digitalen Content Marketing
Personalization: How to unlock your data to create a unique competitive differentiator
Using personalisation and data science to differentiate your airline against competition

Dr. Pascal Volz

Managing Director, digital marketing @ fischerAppelt
Berlin

Résumé

Award winning international digital marketing.
100% data driven, 100% performance oriented.
Branding – Performance Marketing – Search Marketing – Customer Retention

Hear me speak:

06.04.2022, BVDW: "Track and Tweek"
08.04.2022, Marketingclub Berlin: "Userzentriertes Marketing"
05.05.2022, E-Commerce Expo Berlin: "Case study industry-wide B2C product consulting platform with data driven digital marketing"
06.05.2022, Online Fokus Konferenz: "Keynote Digitalmarketing & E-Commerce"

01.02.2018, 15. Münchner Agenturgipfel: "Big Data: Treibstoff für Kreativität?"
15.02.2018, E-Commerce Berlin Expo: "#HireUsAsATeam – a viral campaign"
20.02.2018, Merchant Payments Ecosystem 2018: "Personalization of your IBE to increase conversion rates"
28.02.2018,, CONTENTIXX: #HireUsAsATeam . Wie das eCommerce Team der AirBerlin mit Content Marketing zu einem neuen Arbeitgeber kam.
06.03.2018, CMCX
22.03.2018, OMR, Masterclass
24./25.04.2018, CPX Performance Marketing Gipfel
26./27.04.2018, Future Music Camp
14.06.2018, Werbeplanung.at Summit Wien
20.06.2018, Brandslisten Basecamp - The CRM Conference
11.10.2018, DCX Digital Content Expo: "Personalized distribution of great content with smart data"

16.10.2018, Buzzcon
22.11.2018, OMX Salzburg: "Personalisierung im Online Marketing - Hands-on"
07.03.2019, eTail Germany: "How to work with your product team in an agile way to develop killer content that resonates and engages your customers across all digital touchpoints"
19./20.03.2019, Contentixx: „Attributionsmodelle“
21.05.2019, Marken-Award / Future Marketing Summit: „Online Marketing & Attributionsmodelle“
21.11.2019, OMX, Salzburg: „Marketing in China“
25.11.2019, Online Fokus Konferenz: „Virales Marketing“
09.03.2020, eTail, Berlin: „Marketing in China“
20.05.2020, Hot Contents Webcast: "Corona-Exit-Strategie"
05.08.2020, Hot Contents Webcast: "Marketing in China: Wie sich Marketing in der Volksrepublik im Vergleich zur westlichen Welt unterscheidet"
27.10.2020, Webinar für den Bundesverband Industrie Kommunikation: "B2B Marketing"
29.10.2020, SEO/SEA World Conference,: "SEO+SEA bei hochpreisigen Produkten"
04.11.2020, fischerAppelt Hot Contents Webcast: "SEO+SEA bei hochpreisigen Produkten"
13.04.2021, fischerAppelt Hot Contents Webcast: "Digital China? Das ist für mich nicht relevant – oder etwa doch?"
26/27.05.2021, E-commerce Berlin Virtual Edition: "Marketing in China"
18.11.2021, OMX Salzburg: "B2B-Marketing"
16.12.2021, Macromedia Hochschule: "Marketing in China"

Expérience

fischerAppelt

Geschäftsführer (Managing Director Performance)

janvier 2018 - Present (4 ans 4 mois)

Berlin

Data driven digital marketing agency

Branding

- RTB, C-TV, AD-TV, (D)OOH, Programmatic, Display Ads, Video Ads

Performance Marketing

- SEA, Retargeting, Social Media Marketing

Search Marketing

- SEA, SEO

Customer Retention & Loyalty

- CRM , Newsletter Marketing

Conversion Rate Optimization

- A/B Tests, Personalization

Data Science

- Attribution Modelling, Web Tracking, Web Analytics, Data Visualization, Dashboards, Targeting, Tag Manager

China Marketing

- Baidu, WeChat, KOLs, etc.

<https://performance.fischerappelt.de/>

airberlin

Vice President E-Commerce & Online Sales

novembre 2015 - octobre 2017 (2 ans)

Berlin

Leading the digital team of airberlin (> 60 FTEs)

- Online Marketing (SEA, SEO, RTB, PPC, Retargeting, Affiliate, Email, CRM, Social Media, Mobile, Push)
- Data Intelligence / Data Science & Web Analytics
- Product Management web & mobile
- Project Management
- UI/UX
- Innovations
- Web Development (Frontend, API, QA, 5 scrum teams)

Key projects

- Rebuilding home page, booking engine, landingpages and apps.

(Responsive, conversion optimized, reduced page load times, modern UI/UX)

design, modifiable w/o IT support, fully customizable/segmentable to our target audiences)

- Automated segmented/personalized communication along the entire customer journey (onpage and offpage) using "Big Data"
- Introduction and combination of attribution models, cross device tracking, RFM and customer lifetime value based marketing
- Alternative search systems and traffic sources
- Trigger based automated and customized email marketing
- Change process, team restructuring, recruiting
- Evangelization of our success as part of our brand/PR activities on conferences

HRS - The Hotel Portal

1 an 11 mois

Director Performance Marketing

décembre 2014 - octobre 2015 (11 mois)

Berlin & Köln

SEO

SEA

Display

RTB

Mobile

Director Marketing SURPRICE Hotels

décembre 2013 - janvier 2015 (1 an 2 mois)

Berlin

Unister Holding GmbH

Leiter SEO

août 2011 - novembre 2013 (2 ans 4 mois)

Leipzig und Umgebung, Deutschland

Leading the SEO & Social media team of Unister (> 40 FTEs)

Responsibility

- Search engine optimization (SEO)
- Content creation
- Social media marketing (until August 2012) (blogs, Facebook)

Brands (extract)

- Ab-in-den-urlaub.de
- Hotelreservierung.de
- Travel24.com
- Fluege.de
- Vol24.fr
- Volo24.it
- Fly.co.uk
- Partnersuche.de
- Preisvergleich.de

Gewandhaus

Leiter Marketing & Vertrieb (Gewandhaus zu Leipzig,
Gewandhausorchester)

mars 2010 - juillet 2011 (1 an 5 mois)

BB Promotion - The Art of Entertainment

Teamleiter Online Marketing

mai 2006 - septembre 2009 (3 ans 5 mois)

Mannheim

- STOMP
- West Side Story
- The Bar at Buena Vista
- Saturday Night Fever
- Cats
- WE WILL ROCK YOU
- Rocky Horror Show
- Yamato - The Drummers of Japan
- Harlem Gospel Singers

Stiftung Oper in Berlin

Referent für Marketing

avril 2004 - mars 2006 (2 ans)

Berlin

Formation

Université Paris Dauphine

Maitrise de Sciences de Gestion, BWL · (1999 - 2003)

Johann Wolfgang Goethe-Universität Frankfurt am Main

