

# JOHANNES KRÄMER

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Musterstr. 1 | 12345 Berlin | +49-123-45678910 | johannes.muster@mail.com  
linkedin.com/in/johannes-kraemer

## WORK EXPERIENCE

**PRODUCT MANAGER | ATR-Audio Trade GmbH, Eltville am Rhein, Full-time** 04/2021 – 09/2021

Portfolio management, strategic conception and operational implementation of promotional product & sales campaigns for audiophile hardware and software services. Range selection, order planning, forecast, pricing. Technical documentation. Sales, PR & Marketing support.

**PRODUCT & MARKETING MANAGER | AVM Audio Video Manufaktur GmbH, Berlin, Full-time** 07/2016 – 03/2021

Conception & implementation of Marketing Communication campaigns (digital/print) for distributors, dealers, end customers and press partners in the high-end audio sector. Content management & technical administration of website front/backend including introduction and maintenance of e-commerce system (B2C) and member area (B2B). Technical & Creative Product Management: Editing & translation of product specifications and operating instructions. Conceptual design and optimization of digital products. UI/UX design, beta testing and release management for iOS/Android Apps. Third-party certification (AirPlay, Spotify Connect, Roon, Airable). After-Sales support B2B/B2C.

**PUBLIC RELATIONS MANAGER | Native Instruments GmbH, Berlin, Full-time** 01/2012 – 06/2016

Implementation & management of global PR strategy and activities in the field of musical instruments and pro audio technology, working closely with branch offices in LA, London, and Tokyo. Definition of media strategy for product and content campaigns. Management & development of existing media relationships and cultivation of new contacts within music, tech, and lifestyle media. Initiation of timely product reviews, and guidance of journalists through the review process to ensure factually accurate coverage. Distribution of release and content campaigns across channels for consistent media coverage.

**MARKETING COMMUNICATIONS LEAD | AUDIOGRADE AG, Aachen, Part-time** 2012 – 2014

Strategic Product & Brand Management, PR Consulting, Web Development, Event Management.

## EDUCATION

**M.A. Audio Communication & Technology | Technical University of Berlin** 2005 - 2011

Subjects: Audio Communication and Technology, Systematic Musicology, Technical Acoustics.

Major Fields of Study: Musical Acoustics, Sound Analysis and Synthesis.

Scientific Publication: Krämer J., Schultz F., Pollow M., Weinzierl S.: Zur Schallleistung von modernen und historischen Orchesterinstrumenten. In: Fortschritte der Akustik: Tagungsband d. 36. DAGA. Berlin 2010.

## MUSICAL EDUCATION

Violin Lessons & Aural Training (1988-2001), Member of the National German Youth Orchestra (1998-2001). International concert & recording activities with Montserrat Caballé, Julia Fischer, Roberto Paternostro et al.

**LANGUAGES:** German: Native Language, English: Business Fluent, French: Basic Knowledge

**DATE & PLACE OF BIRTH:** 31. Februar 1982, Musterstadt, Germany

**NATIONALITY:** German