



LEONARD BÖHLERT
Digital Marketing Consultant

Personal information

 November 11, 1994, Kassel, Germany
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Language and Software Skills

Languages
English (C2)

Web Development
HTML, CSS

Microsoft
Office

CMS/Shop Systems
Typo 3, WordPress, Shopify

Google
Analytics, Tag Manager, Search Console

SEO Tools
Screaming Frog, SISTRIX, Ahrefs, Majestic, Linkresearchtools, KWFinder

Amazon
Seller and Vendor Central, PartnerNet, Advertising Console, Sellics, AMZShark

Skills and Abilities

Search Engine Optimization
Holistic SEO audits, On Page and SEO competitor analyses, On Page optimization of websites and operative execution of SEO measures, technical SEO, keyword research, monitoring of SEO measures and relevant data, backlink analyses, link building, link detox analyses, reduction of toxic links

Content & Social Media Marketing
Website and web shop content management, planning and production of multimedia content (text, images, videos)

E-Commerce Management
Strategic marketplace management, review management, amazon advertising

Curriculum Vitae

Work Experience

Since 03/20 **Leonard Böhlert | Digital Marketing Consultant**
SEO and Content Marketing Freelancer

02/19 – 08/19 **Finc3 Commerce GmbH, Hamburg**
International E-Commerce agency, 70 EMPL
Trainee E-Commerce Mgmt.

04/18 – 01/19 **artaxo GmbH, Hamburg**
SEO agency, 30 EMPL

From 08/18 **Head of Distribution**
Team Lead Link & Content Marketing (4 EMPL)

Until 07/18 **SEO Trainee**

11/17 – 01/18 **Remazing GmbH, Hamburg**
Start-Up / E-Commerce agency, 50 EMPL

Internship
Online Marketing, Amazon SEO and Advertising

Study-accompanying Activities

07/15 – 10/17 **Block Gruppe, Hamburg**
Medium-sized enterprise
Food industry and Gastronomy, 2.500 EMPL

From 01/17 **Block Foods AG**
Working Student Online Shop

01/16 - 12/16 **Block House Restaurantbetriebe AG**
Working Student Online Marketing

Until 09/15 **Block Marketing GmbH**
Intern Online Marketing

Education

Since 10/20 **Hamburg Media School**
Master Program: Business Administration
Digital and Media Management (MBA)

09/14 – 08/17 **University of Applied Sciences Europe**
Bachelor's degree: Business Administration
Communication & Media Management (B.Sc.)

03/17 - 06/17 **Bachelor Thesis at Block Gruppe**

03/16 - 06/16 **University of California Santa Barbara, USA**
Study abroad

Until 06/14 **Oberstufengymnasium Eschwege**
High School Diploma