

CHRISTIAN SEIDEL

28 years old data driven, yet creative mind.

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https://goo.gl/vuLzbl

Berlin



EXPERIENCE

Co-Founder & Product Manager

skalierbar.io

08/2017 - Ongoing

Together with 2 partners we have started to launch a platform driven marketing agency, providing companies marketing technology & customer experience management.

- Increasing SEO traffic & CX by taking product ownership for websites (Content model, info architecture, wireframing, user flows)
- Increasing the CR by analyzing & mapping the customer journey (Data Mining, Data Visualization, Reports etc.)
- Improving Customer Experience by User segmentation, website personalization, touchpoint analysis, user flows)
- Making Content creation more scalable by implementing API based CMS (Contentful)
- Increasing retention rates by setting up CRM Systems (Mautic)
- Improving tracking accuracy by implementing user IDs, events and integrating more data sources (e.g. CRM, Paid Channels)

Online Marketing Manager

ZenMate

08/2015 - 08/2017 Berlin

Over the course of the 2 years, I owned projects/channels in the fields of Affiliate Marketing, Partnerships, Conversion Optimization & Paid Customer Acquisition.

- Set up and scaled worldwide affiliate program, gaining 2000+ partners
- Closed partnerships, generating global press coverage and new revenue streams (e.g. barter, integrations, bundles, reseller)
- A/B tested website, user flows, price points and business models to increase CR, AOV & CLTV
- Managed PPC, CPO, PPI campaigns, optimized ROI significantly
- Build reporting system for affiliate and partnerships traffic & defined data points to be gathered in data base improving the tracking accuracy
- Got in charge of testing new revenue streams (e.g. monetizing ad inventory)

SKILLS

Data Analytics



Data Tracking



Performance Marketing



SEO



Web Development



Affiliate

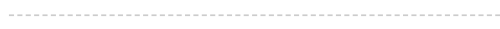


CRM

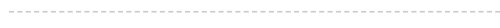


PASSIONS

Filmmaking



Music



LANGUAGES

French

Advanced



English

Proficient



EXPERIENCE

Online Marketing Manager

Red Pineapple Media GmbH

📅 02/2015 - 07/2015 📍 Berlin

Ad network, specialized in Video Ads

- Managed display and Video ad campaigns
- Developed marketing activities to extend the publisher network
- Market research and project management for a new product (Web App for Blog search engine)

Internship Marketing and Operations

Wimdu GmbH | Rocket Internet

📅 11/2013 - 09/2014 📍 Berlin + Lisbon

- Conversion Rate Optimization
- Analyzing test & survey results, preparing data in Excel, Spreadsheets and SPSS
- Leading project to improve response rate of customer support team
- Gathering, processing and analyzing historical data
- Using new data points (e.g. customer stage, website behavior) to filter customer requests more detailed
- Building new automations in Zendesk to enhance customer request flow

Internship Operations Management

Fossil Europe Group

📅 06/2013 - 09/2013

- Fossil Europe: Internship in Operations Management

EDUCATION

International Business | Marketing

Hochschule Magdeburg-Stendal

📅 10/2010 - 10/2014 📍 Magdeburg - Stendal

- Thesis: Measuring the impact of web-services on customer satisfaction (assessment: 1.0)

Traineeship Business & International Trade

BbS "Eike von Repgow"

📅 09/2007 - 09/2010 📍 Magdeburg

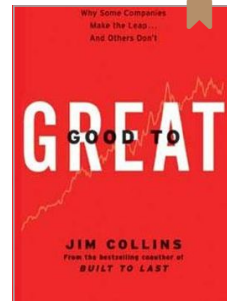
LANGUAGES

German

Native

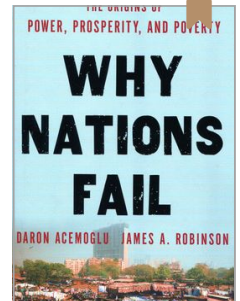


FAVORITE BOOKS



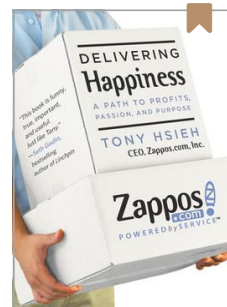
Good to great

Jim Collins



Why nations fail

Daron Acemoglu,
James Robinson



Delivering Happiness

Tony Hsieh

TOOLS & TECH

Tech

HTML

Bootstrap

CSS

WordPress

Git

Github

Bitbucket

Webflow

JS
