CHRISTIAN SEIDEL

28 years old data driven, yet creative mind.

📞 **+49 176 34572608**   @ **christianseidel.cs@gmail.com**

🔗 **https://christian-seidel.me**   📍 **Berlin**

EXPERIENCE

Co-Founder & Product Manager

skalierbar.io

📅 08/2017 - Ongoing

Together with 2 partners we launched 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

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
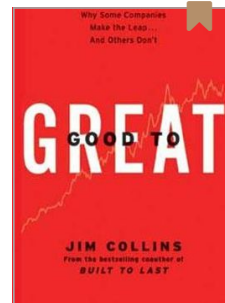### BbS "Eike von Repgow"
📅 09/2007 - 09/2010   📍 Magdeburg
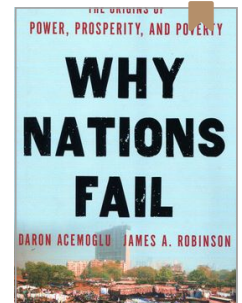
LANGUAGES

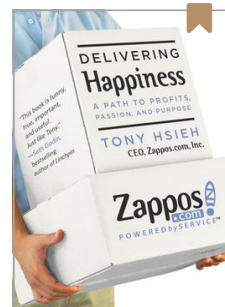**German**
Native   ●●●●○

FAVORITE BOOKS

Good to great

Jim Collins

Why nations fail

Daron Acemoglu, James Robinson

Delivering Happiness

Tony Hsieh