

# CHRISTIAN SEIDEL

28 years old data driven, yet creative mind.

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https://christian-seidel.me

📍 Berlin



## EXPERIENCE

### Co-Founder & Growth Marketing 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

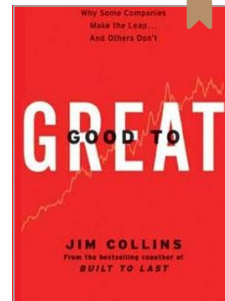
## LANGUAGES

### German

Native

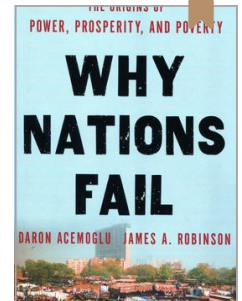


## FAVORITE BOOKS



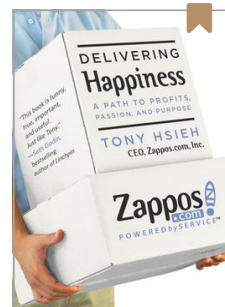
### Good to great

Jim Collins



### Why nations fail

Daron Acemoglu,  
James Robinson



### Delivering Happiness

Tony Hsieh