**CV**

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born on 30th May, 1975 in Heilbronn

**working experiences/distance learning**

06/2012 – ongoing **online-/marketing- / digital communication consultant**

* strategy-development, media & marketing planning (e.g. ad words)
* product management (e.g. events, workshops, locations, speaker)
* market analysis
* new client attraction services (e.g. e-mail, social media, pr, blogs)

freelancer, Hamburg
 (national & international: consulting, sports, justice, event, politics, tourism)

12/2011 – 05/2012 **final examination BBA marketing**, Steinbeis university of Berlin

11/2011 – 03/2013 **online-marketing-master-program** , Hamburg Media School

09/2011 – 11/2011 **productmanager**

* SWOT-analysis & strategy development (e.g. relaunch Lernerfolg.de)
* marketing (e.g. controlling, cooperations, e-mail, conception)
* A/B-testing, AdWords, conversion- & traffic-analysis (reporting)
* Leadership of agency, employees and volunteers

TIVOLA Publishing GmbH, Hamburg

08/2009 – 06/2011 **online-cooperation-manager**

* head of cooperation management(e.g. TNTs)
* projectmanagement: product, portals/partner (sales & reporting)
* social-media-analysis (swot, expertises for customers)
* pitches, sales (new business clients), fair presentations

INPROMO GmbH, Hamburg

09/2008 – 06/2009 **journalist BerlinerKURIER (print/online)**

Berliner Verlag GmbH, Berlin (Mecom Group PLC/MDS)

02/2005 – 06/2008 **portalmanager & head of customer support (TNT-clients)**

* head of KinderCampus.de: content, team, CRM, marketing & coops
* marketing: ad sales & manag., planning, , reporting, relaunch
* pitches, sales, fair & client presentations
* team-building & leadership (e.g. planning, selection)

cobra. youth Communications GmbH, Berlin

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**skills and working experiences in media & public relations**

11/2004 – 01/2005 **agent** (PR for TV-candidate)

freelancer, Munich

04/2004 – 10/2004 **journalist BRAVO (Print)**

* editor, interviewer, cooperations, production (foto/reports)

Heinrich Bauer SMARAGD KG, Munich

12/2001 – 03/2004 **online-editor GZSZ.de (2nd editor in chief since 2003)**

* content, team-management, community, cooperations

RTL New Media GmbH (Bertelsmann), Cologne

07/2001 – 11/2001 **multimedia-editor Morgenpost/BZ-Berlin/Berlin1.de**

* content, community, cooperations

Ullstein GmbH (Axel Springer Verlag AG), Berlin

09/2000 – 06/2001 **online-editor FunOnline.de**

* content, community & cooperations

netplosion GmbH (EGMONT Ehapa Verlag), Berlin

1995 – 2000 **trainee (print, online, radio)**

* content & community, cooperations

Diverse (e.g. T-Online, Sport1, DSF, Deutsche Post)

1997 – 2000 **agent**

* PR & Management for classical Wunderkind

freelancer Cologne/Munich

1996 – 2000 **freelancer/journalist**

* stories, reports, ad texts, extra publishing formats, promotion e.g.

diverse (e.g. GAFFA, Wilder Süden, UNICUM, CityNEWS – 2nd editor in chief)

1996 – 2000 **Master-basic-studies (German, Geography & English)** – intermediate examination at University of Cologne

**studies**

08/2013 **innovative leadership**-certificate, The KaosPilots Aarhus, DK

11/2011 – 03/2013 **online-marketing-manager**-program, certificate master-moduls at Hamburg Media School

05/2008 – 05/2012 **bachelor business administration** focused on marketing at Steinbeis University Berlin/Munich, school of management & innovation

08/2010 – 09/2010 **media & communication**-certificate at Universiteit van Amsterdam, NL

07/2008 **media- & marketing**-certificate at Steinbeis University of Berlin, Prof. Lieberman, New York University Stern School of Business, USA

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**school career**

09/1986 – 07/1995 Grammar School Eppingen, final secondary school exam (French/Geography)

**language acquisition**

01/2012 – 02/2012 „**Business English**” at LAL School/guest family in London, England

08/1994 – 09/1994 „**French“**: school exchange program in Bordeaux, France

04/1993 – 04/1996 „**English/French“**: twined city youth-exchange program Epping/Wassy

**further certificates**

* Alfatraining in Hamburg

12/2013 – 01/2014 business plan, **financial planning**, **sales** (EBC\* L -step B)

* Academy for digital economy (TLA/eLearning) in Hamburg
05/2013 – 06/2013 **online-meeting**
04/2013 – 05/2013 media law
02/2013 – 04/2013 **mobile ad & app marketing**
09/2013 – 10/2012 e-moderating
08/2012 – 09/2012 **mobile** 1&1 **marketing**: apps, tools & strategies
* Hamburg Media School in Hamburg
07/2012 modul - „Summer School - **TV & program development**”
01/2012 modul „**Leadership Skills**”: communication & media training
* Steinbeis University of Berlin (School of Management & Innovation) in Berlin
06/2013 strategic management Prof. Dr. Venzin (Bocconi University Milano)
06/2012 rhetoric-workshop Dr. Thomas Rose (Cologne)
07/2009 „Monetarize **Web 2.0**  and winning new customers“, Prof. Dr. Drüner
* TILL.de-Internet-Academy in Braunschweig
06/2011 „**Google AdWords** Basic”
* Academy of Bauer Media KG Hamburg in Berlin
05/2008 **Media**-Basic-workshop

**workshops, congress, lectures & conferences**

11/2013 „**Communication & presentation**“, Ina-Carola Enseroth (HMS), Cologne
07/2013 Workshop: „Mobile Development & Law”, Mobile Zeitgeist, Hamburg
04/2013 bvh 2.013 practise, Otto Group, Hamburg (**conversion/mobile**)
10/2012 Business School Berlin Potsdam (BSP) – **design thinking**
10/2012 FU Berlin: Entrepreneurship-Summit: Prof. Grichnik (**effectuation**), Dr.
 Osterwalder (**business model**), Prof. Dr. Maibom (**leadership**) etc.
06/2012 **Media** & **Marketing** – panel: „Lost of value with social media?“, Wiesbaden
03 – 04/2011 NJT 2011 Hamburg (Case: Coloplast), Deutscher **Marketing** Verband e.V
02/2011 „**Social Media** for enterprises“ SENF - VJ Schule, Hamburg
08/2007, 09/2010 & 2012 Medienboard Berlin-Brandenburg : „Int. Mediencongress“, IFA, Berlin
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04/2012 „**Web 2.0**-congress“, Prof. Dr. Drüner (SHB Berlin), **social business** in Köln
04/2010 **corporate web** 2.0 in Frankfurt/Main
03/2009 **collaboration** web 2.0 in Munich

* Darden Graduate Business School (University of Virgina), USA

04 – 06/2013 “Grow to Greatness”, Prof. Dr. Edward D. Hess (xMOOC) 03/2013 – 05/2013 „Business **Strategy**”, Prof. Dr. Lenox (xMOOC)

* ISS International Business School of Service Management Hamburg

10/2012 **Sales**: „Messenger Strategie“, Prof. Dr. Torsten Harms

12/2012 Bucerius Law School Hamburg – Digitalism / copyright law
11/2012 „Marketing on Tour” – Empire Riverside Hotel Hamburg – trends
06/2012 & 04/2014 **online-marketing** – Radisson SAS Hotel & Sofitel Hamburg – incl.SEO
04/2012 **eCommerce** conference – Radisson SAS Hotel – incl. SEO
11/2011 „**Marketing** on Tour” – Empire Riverside Hotel Hamburg – trends
02/2008 speaker „children & news“, BVDZ at Maritim Berlin

**languages & special skills**

**German:** native speaker (university)

**English:** business fluent (verbal/writing) (university)

**French:** business fluent (verbal/writing) (grammar school exam)

**Dutch:** oral conversation (basic)

**Spanish:** oral conversation (basic)

foto programs: good (e.g. photoshop, indesign)

content/community: very well (e.g. CoreMedia, Reddot)

HTML/Flash: basic knowledge

WordPress: very well

**MS Office package**: very well (Excel, Project, Word, Powerpoint)

**web-analytics**: very well (e.g. Google, WebTrekk, Omniture)

**EBC\*L – step B:**  good

driver license B1

**voluntary service activities**

2009 – ongoing Member of Marketing Club Hamburg e.V. (since 2013: program commission, since 2014: member of advisory board

2009 – 2012 MC Hamburg Juniors (2011: NJT organization-team in Hamburg)

 **personal interests**

culture: literature (crime), movies (program), theatre (drama) & art (ITA & FRA)

music: electro, US-alternative & British rock and classics

sports: biking, volleyball, jogging and soccer

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