

CV & Profile

Michael Meinhardt

Master of Economics



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date / place of birth: 5/2/1968, Ludwigshafen/Rh (DE)

marital status: married, two children

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*„management, sales, marketing, crm, keyaccount and
business development in the digitalbranche.“*

Summary

management, sales, marketing, crm, keyaccount management, business-development e.g. partly at frogs42, an AI Software-Company or at Forumhome – Germany’s largest publisher of internetforums running about 60 forums with more than 100 million postings.

market- and sector knowledge: publisher, advertiser, marketing agencies, industry

budget- and revenue responsibility; personnel responsibility

responsibilities and achievements:

- management, director-level, implementation and growth of sales and marketing departments
- sales and consulting of key-accounts, marketing-agencies and networks
- conception of marketing- and sales- and crm- processes
- inbound-marketing, search-engine-marketing, leadgeneration. creation of landingpages and whitepapers, establishing dialogue-, email- and newslettermarketing
- conception of reportings and establishing website-tracking and kpi’s
- development and implementation of new forms of advertising, e.g. sponsorpost, native
- acquisition of new internet-projects, ROI calculation

work style: hands-on mindset, results-driven, process-oriented thinking, customer-first approach

leadership: coaching, team-oriented, transferring morals and values

Work Experience

- since 04/2021** **Management Digitalmarketing:** frogs42.com GmbH >>
an AI Software-Company for content generation, reporting directly to CEO
- 10/2019 – 03/2021** **Freelancer:** digital projects, e.g. digitalmarketingguide.de >>
- 01/2012 – 09/2019** **Head-of-Sales, Marketing, Business-Development** >>
head of department and subsidiary; budget-, turnover- and personnel responsibility; board member; [Forumhome](https://forumhome.com), **publisher of internetprojects**
- 01/2007 – 12/2011** **Owner** >>
adalizer.com GmbH, Germany's first online-marketer specialised in internetforums and communities ([website 2011](https://website2011.com)), acquired by forumhome
- 04/2004 – 12/2006** **Freelancer for Digital Marketing** >>
projects for example for **Pixelpark** ([website 2006](https://website2006.com))
- 10/2002 – 03/2004** **Manager Online-Marketing / eCRM**, reporting to CEO, budgetresponsibility >>
[Intodo](https://intodo.com) GmbH, Erkrath; online sales-channel of **ERGO** insurance company
- 07/2000 – 09/2002** **Manager Customer Service & Contact**, budget- & personnel responsibility >>
[KAT AG](https://kat-ag.com), Cologne; relationship-marketing-agency; accounts: e.g. Epson, Gira
- 04/1999 – 06/2000** **Projectmanager**, budget- & personnel responsibility; marketing agency >>
AML (Marketing) GmbH, Leverkusen; part of **WPP**; Account: Mazda Motors
- 10/1992 – 03/1999** **Founder while studying** >>
REHADirect GmbH, Cologne; B2B sales for med. products ([website 1998](https://website1998.com))
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Education, Interests and Skills

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- university** Master of Economics, focus on business psychology (master thesis), University of Cologne
- certifications** e.g. Google-Certifications (Ads, Analytics), HubSpot-Certifications (inbound marketing and sales), LinkedIn-Certification, English-Certificate
- languages** German: native; English: fluent (Certificate B1.3)
- software** *Google:* DFP, AdSense, Ads, Analytics, TAGmanager; *SEO:* Sistrix; *eCommerce:* Shopware; *Programming:* HTML, CSS, PHP (basics); *CRM:* Hubspot; *Email-Marketing:* Cleverreach, Mailjet, Mailchimp; *CMS:* Wordpress; *Office:* Word, PowerPoint, Excel
- personal interests** sports, jogging; theatre; art; travel; economy; internetprojects

