



# SAMMY BOHNEBERG

Results-oriented strategic marketer with hands-on experience in building brand equity and driving sales whilst successfully creating and developing multi-media marketing and communication plans including digital and social media solutions. Excellent interpersonal and communication skills ensuring strength in client focused roles and internal company negotiation.

## WORK EXPERIENCE

Graco GmbH & Co. KG | Berlin, Germany

### MANAGEMENT SUPERVISOR

*Since January 2020*

- Conception and implementation of effective and creative cooperation concepts
- Campaign analysis based on KPI, generation of learnings and derivation of long-term optimization measures
- Independent management of customer budgets and related projects
- Implementation of cross-media brand campaigns and new businesses

Hubject GmbH | Berlin, Germany

### HEAD OF MARKETING & COMMUNICATION

*August 2017 - December 2019*

- Planning of campaigns, including B2B and B2C market communication, image building, brand consulting and development, as well as organization and coordination of all trade fair activities
- International management and collaboration in special in China and the USA including development and implementation of ambitious branding and sponsoring projects for the Intercharge Network Conference

### FREELANCE CONSULTANT & PROJECT MANAGER

*April 2011 - July 2017*

#### *Senior Brand & Content Manager, Unitymedia GmbH*

- Editorial planning and content creation for all media formats and communication channels

#### *Interim Marketing Manager, 1&1 Internet SE*

- Management and implementation of CRM measures (upselling) over the entire customer life cycle in cooperation with the CRM department for the 1&1 brand and 1&1 products and services
- Development of mobile websites and landing pages by ensuring the mobile presentation of e-mail campaigns

#### *Etat Direktor Digital, VOON Werbeagentur*

- Client: Mitsubishi - Further development and optimization of digital communication and CRM as well as digital B2B strategy and relaunch of the corporate website including adjustments

#### *Client Service Director Digital, JvM/bi*

- Client: RWE Innogy - Development of the digital CD and optimization of digital channels, offer and presentation preparation, project planning and monitoring, budget preparation and control, resource planning, quality and time management, team planning and coordination

#### *Project Manager Digital, Strichpunkt Design*

- Client: AUDI AG - Development of the digital CD and optimization of the digital and analog channels as well as development of AI applications
- Customer consulting in interactive communication measures, customer communication in ongoing projects, preparation of offers and presentations, project planning and monitoring, budget preparation and control, resource planning, quality and time management, team planning and coordination

## LANGUAGES

GERMAN Mother Tongue  
ENGLISH Fluent

## CORE COMPETENCIES

- Marketing
- Brand Management
- Consulting
- Communication
- Project Management
- B2B & B2C
- App-Development
- Social Media
- Presentation
- Editorial Planning

## EDUCATION

INSTRUCTOR'S LICENCE  
IHK Examiner

APPRENTICESHIP AS  
ADVERTISING SPECIALIST  
Radio Metropol FM  
*September 2004 - June 2006*

## IT-SKILLS

- MS Office (Word, Outlook, PowerPoint, Excel)
- IBM Lotus Notes
- CMS
- Jira (PM-Tool)
- Adobe (Photoshop, Flash)
- CRM-Systems

## ACHIEVEMENTS

**AME Award**  
2010

**Cannes Lion Silver Integrated and Titanium**  
2009

**ADC & ADC Europe**  
2006 - 2009

**Yearbook of Advertising 2006**  
- 2009

**Eurobest Award**  
2008

**Effie Silver**  
2007

**Cannes Lions (Finalist)**  
2006

### **Senior Project Manager Digital**, Interone München

Client: BMW Group - Relaunch of the BMW Group website (B2B) and implementation of the 100th anniversary web special

### **Account Director**, GUD. GRÜNER UND DEUTSCHER GmbH

- Clients: BVG, VMT, RSAG, HVSG, new business - central contact for customers up to management level

### **Project Manager Digital**, EDEKA Zentrale AG & Co. KG

- Process optimization of customer loyalty programs, development, implementation and optimization of a CRM system

### **Senior Interim Manager**, HomeAway Deutschland GmbH

- Analysis of CRM processes, development of optimization solutions and implementation in the operative units

### **Senior Consultant Digital (Project Management)**, Wunderman GmbH

- Client: Jaguar and Land Rover - further development and optimization of digital communication and CRM as well as digital strategy
- Client: adidas - Development and implementation of a CRM and loyalty solution

### **Senior Consultant**, Ogilvy & Mather

- Client: Coca-Cola - Implementation of the "Santa" campaign 2014/15

### **Senior Consultant Digital (Project Management)**, Vodafone GmbH

- Planning, controlling and monitoring the transferred CRM projects

### **Digital Brand Manager**, Telefónica Germany GmbH & Co. OHG

- Support of the social media strategy

### **Senior Consultant Digital**, 2BC Kreative Unternehmensberatung

- Clients: Streetlife Entertainment, Vi Spring by DADA (Interior Design), Buttwrap Berlin, Twelve Thirteen (Costume Jewelry) - Consulting, conception and optimization of digital channels

### **Campaign-Manager Digital / Senior Consultant Digital**, Drehmoment

- Clients: mytaxi, car2go - International campaign: "mytaxi product launch" (ATL, BTL), website optimization for mobile devices and further development of the app

### **Senior Consultant Digital**, BBDO Proximity

- Client: Carl Zeiss - of the Carl Zeiss website including the 12 Business Groups

### **Senior Consultant Digital**, 9flats.com

- Consulting, creation, conception, implementation, digital brand building, social media strategy and support, development of Facebook and iPad apps

POS Creative Media | Berlin, Germany

### **HEAD OF UNIT DIGITAL BRAND CONSULTING**

*January 2010 - December 2010*

- Ensuring the continuous development of consulting processes and tools
- Preparation and presentation of ideas for creation, production and media to the customer, planning and control of projects, preparation of timings and budget planning as well as preparation of cost estimates, budget monitoring and accounting

Heimat Berlin | Berlin, Germany

### **TEAM ASSISTANCE TO ACCOUNT MANAGER**

*July 2006 - December 2009*

Strategic-conceptual/organizational support for the (inter)national budget of the key customer HORNBACH Baumarkt AG

- Campaign briefing and development for integrated communication of the core brand, other private labels and internal communication
- Project management of measures with 360°-spectrum ("Haus der Vorstellung"), preparation of market research and implementation of further fundamental planning tasks (competition observations for strategic customer care)