

Dennis Herzing

CONSULTANT

PROFILE

37- year old Consultant from cologne.
I love simple and unique designs, unconventional and creative ideas and working in the digital industry.

CONTACT

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(pw: tellmemore)

LANGUAGE

GERMAN

ENGLISH

SKILLS

MICROSOFT / APPLE SOFTWARE

HTML / CSS / CMS

ONLINE MARKETING

SALESFORCE

DSP / ADSERVER / ANALYTICS

WORK EXPERIENCE

SENIOR DIGITAL CONSULTANT @ GROUPM GERMANY GMBH,
Global Media Investment Company, Düsseldorf, Germany
October 2019 – today

- Managing a portfolio of over 6 main clients including 2 key accounts
- Development and distribution of digital media strategies and plans, as well as advising customers in terms of their individual KPI objectives.
- Creation and negotiation of individual offers, coordination & set-up digital campaigns
- Elaboration of requirements and search for new approaches for cross-channel, digital communication measures

DIGITAL CONSULTANT @ GROUPM GERMANY GMBH
Global Media Investment Company, Düsseldorf, Germany
March 2019 – September 2019

- Strategic consulting of customers in digital marketing along the entire sales funnel
- Creation of campaign media plans, budgets, timing and analysis along given KPI
- Creation and execution of presentations in the context of customer workshops and pitches
- Implementation of internal and external product training and workshops
- Salesforce Admin (Implementing Salesforce Sales Cloud to internal Team)

ACCOUNT MANAGER @ LIGHT REACTION GMBH (part of GroupM Germany GmbH)
Global Media Investment Company, Düsseldorf, Germany
October 2018 – February 2019

- Consulting of customers in Performance Display Marketing
- Creation of campaign media plans, budgets and timing.
- Provide weekly metric reports to the client and management according to KPIs.
- Handling all administrative and strategic tasks related to customer service
- Project management of internal and external teams

EVENT & MARKETING MANAGER @ PANURAMA GMBH
Event and Gastronomy Company, Dortmund, Germany
December 2012 – September 2018

- Planning, conception and implementation of performance-oriented (online) marketing campaigns as well as continuous success analysis (SEO / SEM / SMM)
- CMS planning and development of new internal websites and landing pages
- Google Analytics - Web Controlling

EVENT & MARKETING MANAGER @ BROSKY & NAWASRAH VERANSTALTUNGS GMBH
Event and Gastronomy Company, Dortmund, Germany
August 2010 – November 2012

- On and offline marketing of various event formats
- Planning, execution and follow-up of events

BRAND AMBASSADOR @ UNLIMITED GMBH
Live Communication Agency, Hamburg, Germany
January 2009 – December 2010

- Acquisition of customers and conclusion of product listings and sales agreements

EDUCATION

ONLINE MARKETING @ BUSINESS ACADEMY RUHR & IHK, DORTMUND
October 2017 – January 2018
Degree: Online marketing manager (Chamber of Industry and Commerce)

EVENTMANAGEMENT @ ACADEMIC INSTITUT OF COMMUNICATION, DÜSSELDORF
April 2014 – January 2017
Degree: Eventmanager (komm) & IHK (Chamber of Industry and Commerce)

(BUSINESS)COMPUTER SCIENCE @ FACHHOCHSCHULE DORTMUND
April 2007 – January 2014

TEACHING PROFESSION @ TECHNICAL UNIVERSITY DORTMUND
October 2002 – March 2007

KÄTHE-KOLLWITZ-GYMNASIUM, WESSELING
1992 – 2001 Abitur
1998 – 1999 Vernonia Highschool Portland, Oregon, USA