MAX SCHUMANN

Marketing Manager

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Date of Birth: January 15, 1990
Nationality: German

Objective:

Greetings! I'm Max Schumann, a passionate individual on a journey of exploration and growth. Born and raised in the vibrant city of Berlin, I've cultivated a love for innovation, creativity, and the rich tapestry of diverse cultures.

As a professional, I've navigated the dynamic landscapes of marketing and project management, contributing my skills to various teams and projects. My approach is anchored in strategic thinking, where each challenge is an opportunity for creative problem-solving.

Education:

September 2012 - June 2017: Master's in Economics, Ludwig Maximilian University of Munich, Germany
Master's thesis topic: "Innovative Approaches in Business Management."

September 2008 - June 2012: Secondary Education, Goethe-Gymnasium, Berlin, Germany

Skills:

- **Languages: German (native), English (fluent), French (basic)**
- **Proficient in Microsoft Office, Google Analytics, Photoshop**
- **Analytical and communication skills**

Additional Skills:

- **Photography**
- **Music (guitar playing)**
- **Sports (running, football)**

Work Experience:

April 2023 - Present: Senior Marketing Manager, GlobalTech Solutions GmbH, Frankfurt, Germany

- Lead a team of marketing professionals in executing global marketing strategies.
- Implemented data-driven marketing campaigns resulting in a 20% increase in customer engagement.
- Collaborated with cross-functional teams to launch innovative products successfully.

March 2022 - March 2023: Marketing Specialist, TechInnovate, Hamburg, Germany

- Developed and executed comprehensive B2B marketing plans.
- Conducted market research and analysis to identify new business opportunities.
- Implemented successful social media campaigns, increasing brand visibility by 30%.