



# Max Nitze

## Freelance Digital Marketing Consultant & Project Manager

Hands-on and data-driven marketing generalist with team leading experience in mobility, automotive, e-commerce and FMCG.



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Munich, Germany



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## SKILLS

Social Media Marketing



Campaign Strategies & Optimizations



SEA



Native Advertising



Funnel Strategies



SEO



WordPress



Influencer Marketing



Amazon Advertising



A/B-Testing



UI/UX Optimisation



HTML/CSS



## PROJECTS

### Senior Digital Marketing Consultant

#### The Digitale GmbH

09/2022 - current

Munich, Germany

Data-driven online marketing agency with many renowned B2B clients such as Telekom AG and Allianz SE

Tasks/Achievements

- Successfully developed the digital marketing strategy for a B2B tool supply manufacturer with a 6-figure media budget and different channels, such as Social Media, Native Advertising and SEA
- Project management of individual client campaigns with design briefings, budget control, performance optimizations, and task hand-offs to other in-house teams
- Data-driven optimization in terms of campaign KPIs, mainly using Sistrix, Google Analytics, Google Data Studio, Facebook Business Manager, Statista, etc.
- Creation of the marketing funnels for different campaigns, clients and products and implementing and optimizing these campaigns to reach KPIs and goals

### Social Media Consultant Lead

#### Virtual Identity GmbH

03/2022 - 09/2022

Rüsselsheim, Germany

Austrian full-service agent with an international automotive client from Rüsselsheim, Germany.

Tasks/Achievements

- Successfully created and presented an extensive hands-on social media strategy for organic content and paid media for channels including Meta, LinkedIn, Google Ads (YouTube), TikTok, etc.
- Onboarded important stakeholders at the automotive client and developed concrete next steps to follow
- Included a target group analysis and a channel analysis to fit to the determined goals of the client with a prioritisation
- Leading of consulting team of three people on agency-side providing guidance, managing work load, developing team members in new areas, creating briefings and client communication

### Project Lead for Marketing Transformation Project

#### Smart Digital GmbH

02/2022 - 05/2022

Stuttgart, Germany

Full-Service agency with a focus on personalising marketing efforts on a global scale with a performance oriented approach.

Tasks/Achievements

- Project lead of a consulting team for an international car manufacturer to personalise their entire marketing efforts on a global scale and cross-departmental
- Analysing the as-is status, deriving to-dos and action items and developing a vision for the entire organisation
- Gathering information from important stakeholders and structuring the working tasks
- Developing proficient deliverables that will be used by many different stakeholders worldwide to understand, implement and align their personalization efforts throughout the organisation

## TECHNICAL SKILLS

### Marketing Tools

Facebook Business Manager, Sistrix, Google Ads, Google Optimize, Google Analytics, Hubspot, Hotjar, WordPress, Zemanta, Brax, Taboola, Salesforce, Divi, Elementor, Typo3

### Adobe Suite

Adobe Photoshop, Adobe After Effects, Adobe Premiere

## LANGUAGES

German

*Mother tongue*

English

*Business fluent*

Französisch

*Basic proficiency*

## REFERENCES

### Nicolas Nöring - Senior Digital Marketing Manager

*"During his work, Mr. Nitze particularly distinguished himself through his quick familiarization and his strategic way of thinking in project management. He always performed all the tasks assigned to him extremely reliably and to our complete satisfaction."*

nicolas.noering@the-digitale.com  
- +49 160 33 60 31 4

### Rosa Schneider - Team Lead Social Media

*"During our collaboration, I got to know and appreciate him as an extremely reliable, committed and competent employee at all times. He particularly distinguished himself through his quick familiarization and independent further development of project tasks."*

rosa.schneider@possible.com -  
+49 89 2000 55 0041

## INTERESTS



Alpine Skiing



Volleyball



Travelling to South-East Asia



Aviation Geek

## PROJECTS

### Senior Project Manager for Digital Marketing Projects

#### Merkle DACH

01/2021 - 03/2022

Munich, Germany

*Full-service agency, focused on consulting international clients for marketing campaigns and the production of high-quality video content.*

#### Tasks/Achievements

- Leading a project team of up to 12 members from the departments UI/UX design, frontend-development, art direction, film production and digital marketing
- Acquisition of new, more marketing-oriented projects in order to enhance current collaboration
- Strategic development of the projects towards more performance marketing with an international client from the green energy and smart infrastructure sector
- Main channels focused on organic and paid media for LinkedIn, Twitter and video platforms like YouTube and Vimeo
- Coordination and adjustments of resources for optimal project planning and roll-out
- Budget controlling, optimization and creation of proposals and invoices

### Campaign & Creative Manager

#### Amazon Germany GmbH

04/2021 - 06/2021

Munich, Germany

*Managing Amazon Advertising clients for their in-house display network (Amazon, IMDb, Twitch, third party websites).*

#### Tasks/Achievements

- Consulting & support of Amazon Advertising customers regarding display marketing of Amazon products and own display campaigns
- Project management of individual client campaigns with design briefings, budget control, performance optimizations, and task hand-offs to other in-house teams
- Analysis of existing campaigns and recommendations for optimizing creatives, targeting and formats
- Control of campaigns with regard to Amazon in-house guidelines and policies

### Campaign & Creative Manager

#### Amazon Germany GmbH

09/2020 - 12/2020

Munich, Germany

### Online Marketing Campaign Manager

#### The Digitale GmbH

06/2019 - 09/2019

Munich, Germany

*Data-driven online marketing agency with many renowned B2B clients such as Telekom AG and Allianz SE*

#### Tasks/Achievements

- Development of content strategies for financial services clients such as Allianz SE using analyses of keywords, target groups and competitors
- Creation & optimization of various online marketing campaigns.
- Advising key stakeholders at the agency's clients such as Telekom AG and Allianz SE
- A/B testing on landing pages for e-commerce clients for conversion optimization

### Social Media Consultant

#### Possible Worldwide GmbH

08/2018 - 12/2018

Munich, Germany

*International full-service marketing agency with interdisciplinary teams around the world*

#### Tasks/Achievements

- Design & implementation of cross-platform social media projects with a focus on engagement and channel growth
- Consulting for an international automotive client in social media marketing
- Cooperation with international project team in DACH, Italy and Argentina
- Content management and budget allocations/adjustments
- Managing Facebook, Instagram, Youtube and Twitter channel with up to 170k subscribers/followers each