



# Leonie Gillesbach

IT-Administrator

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I would describe myself as a team player, hardworking, motivated and communicative. Due to my many years of practical experience in (online) marketing, I have all the qualities to lead medium to large marketing teams. My pragmatic and result-oriented approach makes me the right person to expand your company's market position.

## Skills

Google Analytics	— — — — —
Google AdWords	— — — — —
Hubspot CRM	— — — — —
HTML & CSS	— — — — —

## Languages

German	Native speaker
English	Proficient
French	Advanced

## Work experience

### Senior Marketing Manager

May 2018 - Present

Webtz - Berlin

At Webtz, my primary responsibilities are leading the marketing team, budget control and general reporting to senior management.

- Established an in-house SEO team with the goal of improving organic positions, resulting in a 20% increase in monthly organic visitors.
- Monitor and control campaign budgets and ensure efficient budget allocation across all marketing channels.

### Marketing Manager

Jan 2014 - May 2018

Ogilvy - Berlin

After working as an integral marketing associate for 3 years, I was promoted to Marketing Manager. In this role, I set the overall marketing strategy that was implemented alongside the team.

## Education

### MBA

Sep 2005 - May 2008

Berlin Professional SchoolBerlin

During my master studies I learned to think critically about organisations, organizational problems and business solutions from different fields.