

MARK RÖDIGER

Freelance Sr. Marketing Manager - Strategy | Planning | Concept | Execution

Senior Marketing Manager from Berlin with 10 years of experience and an academic background in Business Administration and Marketing. Extensive international and intercultural experience. Fluent in three languages. Expertise includes strategic and holistic thinking, data-driven decision-making, innovative conceptualization, and efficient project management.



PROFILE

MARKETING

Strategy, budget planning, campaign concepts, lead generation, field-marketing, events, online & offline, e-mail marketing, automation, analytics, B2B & B2C, brand and communication

LANGUAGES

German, English, Spanish

METHODOLOGIES & SOFT SKILLS

Projectmanagement, stakeholdermanagement, intercultural communication, design thinking, scrum

SKILLS

PROJECTMANAGEMENT

Monday, Asana

DESIGN

Adobe Suite (PhotoShop, Lightroom, Illustrator, InDesign, Premiere), Figma

AI APPLICATIONS

Various in training, testing and application, frequent tool-scouting

CMS

WordPress, Webflow

CRM

Salesforce

ONLINE MARKETING AND ANALYTICS

LinkedIn Ads, Google Ads, Google Search Console, Google Analytics, Dream Data

EMAIL MARKETING

HubSpot, Marketo

SOCIAL

HootSuite, Sprout

EXPERIENCE

FREELANCE MARKETING MANAGER

MRKRDGR, Berlin
Since 06/2023

Sr. MARKETING MANAGER

Mapp Digital, Berlin
10/2022 - 03/2024

MARKETING MANAGER

SmartRecruiters, Berlin
07/2021 - 09/2022

MARKETING MANAGER

PDA Europe, Berlin
05/2019 - 06/2021

PROJECTMANAGER TRADEMARKETING

iMi Gruppe, Wiesbaden
01/2018 - 12/2018

MANAGER BRAND-COMMUNICATION

Fonetic, Madrid
03/2017 - 09/2017

MARKETING ANALYST

Bloombees, Madrid
04/2016 - 02/2017

MARKETING - SALES CONSULTANT

IVC, Madrid

09/2014 - 11/2015

EDUCATION

UNIVERSIDAD AUTÓNOMA DE

MADRID, SPAIN

Master of Arts
Marketingmanagement
2015

FACHHOCHSCHULE WORMS,

GERMANY

Bachelor of Arts Tourism
and Travelmanagement
2013

CONTACT

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