



1968, a venerable vintage

Dry, sun ripened, a superb choice!

Experienced

25 years work experience in agencies and advertising as well as in business companies

Leadership

18 years experience in management positions

Training

Degree in Communication Science (BAW)

Excellent PC and Mac knowledge

MS Office, Photoshop, InDesign, Wordpress

Languages

fluent in english

Love for travel and sport

Golf, Ski, Triathlon, Segeln, Squash

Profile

Marten Kähler, date of birth 14.09.1968 in Kiel (Germany)

Berufserfahrung

- 10/2002 - 11/2017 **Head of Marketing**
ERDINGER Alkoholfrei, Controlling, Merchandising, Online, Fanclub
Erdinger Weißbräu Privatbrauerei Werner Brombach GmbH
- Planning and adoption of marketing budgets, conceptual designs as well as implementation of marketing strategies for the brand "ERDINGER Alkoholfrei"
 - Implementation and expansion of merchandising, management and support of the fan-shop
 - Strategy, concepts and productions of the "ERDINGER collection" merchandise
 - Development and implementation of the concept „ERDINGER Fanclub“
 - Conceptual design and implementation of the online presence as well as the social media channels
 - Negotiating of contracts and rights
 - Leadership and management of 6 employees
- 07/2001 - 01/2002 **Manager Events & Sponsoring**
Group3G UMTS GmbH (Quam), München
- Management of the event and sponsorship department
 - Strategy development
 - Budget control
 - Synchronization of event and sponsoring activities
 - Implementation of an agency network
- 10/2000 - 06/2001 **Freelance Marketing Consulting**
- Marketing-Consulting in IT business
 - customers: ComMunic GmbH, MicroConsult GmbH, die multimedia schmiede GmbH, Daidalos GmbH
- 06/1999 - 10/2000 **Head of Marketing**
ComMunic GmbH, München
- Promotional productions, direct marketing, media planning and controlling, public relations, market research, analysis and strategy development
 - Leadership and management of 5 employees
- 05/1997 - 05/1999 **Marketing-Assistant**
IWT Magazin Verlags-GmbH, Vaterstetten
- Organisation of trade shows and events, sales and ad marketing, market research

- 08/1996 - 04/1997 **Advertising Assistant**
BWR Agentur GmbH, München
- Media planning, -processing and -controlling, project support
- 10/1994 - 04/1995 **Free Advertising Assistant**
heller & partner Werbeagentur, München
- Strategy and concepts, marketing-services, graphic-design
- 04/1993 - 04/1994 **Independant Sales Representative**
Coattec GmbH, Wiesbaden
 Distribution, marketing, organisation

Ausbildung

- 04/95 - 04/96 **Degree Communication Science (BAW)**
Bayerische Akademie der Werbung, München
- 08/90 - 03/93 **Industrial Engineering**
Technische Universität, Berlin; Technische Hochschule, Hamburg
- 05/90 - 07/90 **Mathematics**
Christian-Albrechts-Universität, Kiel
- 08/78 - 06/88 **General university entrance qualification**
Heinrich-Heine-Gymnasium, Heikendorf

Wehrdienst

- 07/88 - 06/90 **Signaller in the federal Navy**
SaZ 2, Marineführungsdienst, Zerstörer Lütjens, Kiel

Weiterbildung

- 07/1990 - 09/1990 Legal internship, Attorney Bill Meyer, Toronto
- 02/1992 - 03/1992 Technical internship, HDW AG, Kiel
- 07/1992 - 10/1992 Commercial internship, Arz-Bekleidung OHG, Lorch
- 02/1993 - 03/1993 Technical internship, HDW AG, Kiel
- 09/1994 - 10/1994 Commercial internship, Heller & partner Werbeagentur, München
- 04/2002 - 04/2002 Training at the American Bartender School, München
 Graduation: American Bar and Show tender

Sonstige Kenntnisse

Fremdsprachen

- English fluent in speech and writing
- French and Italian basic knowledge

PC-Kenntnisse

- MS Office
- Image editing (Photoshop, InDesign)
- Wordpress
- Online (Internet, E-Mail, Online-research and surveys)

Interessen

- Sport: golf, ski, sailing, triathlon, swimming, running, cycling, squash
- Travel
- Economics and trades

Kontakt

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