



MARKETING & COMMUNICATIONS EXECUTIVE

Brand Strategy | Digital Transformation | Integrated Marketing | Team Leadership | Entrepreneurship

Hamburg, Germany

EXECUTIVE PROFILE

Marketing and communications executive with 30 years of experience spanning brand strategy, integrated communications, digital marketing, agency leadership, and business transformation.

Founder and Managing Director of an independent communications agency for nearly 20 years, followed by a senior leadership role integrating its clients, capabilities, and expertise into a new corporate environment.

Combines an entrepreneurial mindset with strategic thinking, creative leadership, and hands-on execution. Experienced in quickly assessing complex business challenges, identifying opportunities, building effective teams, and translating strategy into actionable marketing programs.



Brings extensive experience working with established national and international brands, complemented by current expertise in digital marketing, social media, social selling, websites, and digital signage.

Known for curiosity, adaptability, and a strong belief that experience is most valuable when it helps organizations respond faster and smarter to new challenges.

EXECUTIVE STRENGTHS

Brand & Marketing Strategy • Corporate Communications • Digital Transformation • Integrated Marketing • Creative Leadership • Team Building • Business Transformation • Change Management • Digital Marketing • Social Media • Digital Signage • Client Leadership • Business Development • Commercial Project Management • Visual Merchandising

PROFESSIONAL EXPERIENCE

zeike.net GmbH | Hamburg Metropolitan Area, Germany
Head of Marketing & Communications | 2024–2026

Joined zeike.net following its acquisition of selected assets, client relationships, and capabilities from Nuii Brand Communications, with responsibility for integrating and developing the marketing and communications business within the new organization.

Selected Leadership & Transformation Impact

Led the integration of former Nuii clients, projects, expertise, workflows, and marketing capabilities into the zeike.net organization.

Built a new marketing and creative function, bringing together expertise across design, content, social media, digital marketing, and client services.



Created organizational structures and processes to establish marketing and communications as an integrated service offering within the company.

Retained and managed established client relationships throughout the transition, ensuring continuity of service and project delivery.

Led strategic and commercial client engagements across branding, websites, social media, online marketing, advertising, and digital signage.

Connected marketing communications with zeike.net's visual merchandising capabilities to develop more integrated solutions across digital and physical customer touchpoints.

Reorganized website and digital-service operations, including provider structures and project workflows.

Developed new social media capabilities for both client communications and zeike.net's own corporate marketing.

Introduced improved organizational and scheduling processes to support collaboration and project management.

Continued to manage accounts and projects for clients across financial services, retail, and commercial real estate, including Sparkasse organizations, Pradera, IPH, and Galeria.

Complemented extensive professional experience with two years of advanced digital marketing education at IU International University.

Nuii Brand Communications GmbH | Hamburg, Germany

Founder, Managing Partner & Managing Director | 2005–2024

formerly Serious Communications GmbH

Founded and led an independent marketing and brand communications agency for nearly two decades, with overall responsibility for strategy, creative direction, client relationships, operations, and business development.

Selected Executive Impact

Built and managed the agency from the ground up, combining entrepreneurial leadership with hands-on strategic and creative responsibility.

Advised clients on brand positioning, marketing strategy, corporate communications, advertising, PR, digital marketing, and social media.

Led the development of integrated campaigns across traditional, digital, social, and experiential channels.

Served as a senior strategic advisor and primary client contact for organizations across retail, real estate, financial services, and other sectors.

Managed multidisciplinary creative teams and external specialists across strategy, copywriting, design, digital, production, and events.

Held responsibility for commercial management, project profitability, client development, and day-to-day agency operations.

Developed long-standing client relationships through strategic consulting, reliable execution, and a strong understanding of clients' commercial objectives.

Expanded the agency's capabilities as marketing evolved from predominantly traditional communications towards increasingly digital and integrated solutions.

Developed new business through professional networks, relationship-based sales, and social selling.

Planned and delivered corporate events, promotional activities, and brand experiences.

EARLIER LEADERSHIP EXPERIENCE

stilwerk Düsseldorf

Shopping Center Manager | 2004–2005

Managed commercial operations, marketing, public relations, events, and external service providers for a premium retail and design destination.

Bleis Management

Head of Marketing & Shopping Center Manager | 2003–2004

Led marketing strategy, commercial property operations, promotional activities, and personnel management.

Frahm und Wandelt GWA Advertising Agency

Head of Client Services | 2000–2002

Led the client services function with commercial signing authority, managing key accounts, employees, commercial coordination, marketing strategy, copywriting, and senior-level client presentations.

GWP Advertising Agency

Account Team Lead | 1997–1999

Led an account management team serving major brands including Philips, Bayer, Deutsche Telekom, and ECE, with responsibility for client leadership, campaign strategy, copywriting, commercial coordination, and junior staff development.

EARLY CAREER | 1994–1997

CS-Team Advertising Agency – Management Trainee

PR, trade shows, events, strategy, and copywriting for clients including Panasonic, Borco, and HEW.

FCB Advertising Agency – Junior Account Executive

Supported international brand accounts and integrated advertising projects.

EDUCATION & EXECUTIVE DEVELOPMENT

IU International University

Professional Development – Digital Marketing | 2024–2026

Advanced professional education complementing extensive marketing leadership experience, with a focus on current digital disciplines including online marketing, social media, social selling, and digital communications.

University of Lüneburg | Germany

Business Administration | 1987–1994

Mexico High School | Mexico, Maine, USA

High School Diploma | 1985

Early international experience in the United States, including completion of a U.S. high school diploma.

SELECTED BRAND & SECTOR EXPERIENCE

Financial Services • Retail • Commercial Real Estate • Shopping Centers • Consumer Brands • Corporate Services

Selected brand and client experience includes:

Philips • Bayer • Deutsche Telekom • Panasonic • ECE • Galeria • Sparkasse • Pradera • IPH

LEADERSHIP PHILOSOPHY

“To me, experience isn’t about knowing how things have always been done. It’s about recognizing more quickly how we can respond better to the challenges ahead.”