



MAXIMILIAN KIECHLE

DIGITAL MARKETING AND STRATEGY SPECIALIST



Hej, I'm Maximilian. And I'm passionate about helping companies creating & communicating cool stories to their readers they really want to hear. As an organized, experienced and highly creative individual, I love to champion brilliant marketing ideas that deliver first class results and the challenges of working within a dynamic and fast paced working environment.

FREELANCE EXPERIENCE (LARGER PROJECTS)

Aug. 18. - May 19 Content Marketing Manager at Allianz, Germany
PM lead for SEO-optimization & migration for >150 sites for category health & care insurances of Allianz DE.

Apr. 18 - Jul. 18 Social Media Manager at SportScheck, Germany
Developing a new content & social media strategy for Sportscheck, which led to a 60% traffic uplift during 1 month (compared to Mrc 18).

Oct. 17 - Mrc. 18 Digital Marketing Consultant at 4hundred, Germany
Integration of new digital funnel strategy for German energy supplier helped to reduce the Facebook costs (PPC) by 76%.

Dec. 16 - Mrc. 18 Digital Marketing Manager at BMW ParkNow, Germany
Setup of 360° marketing strategy (on- & offline) for BMW's parking startup ParkNow

FREELANCE EXPERIENCE (SELECTED SMALLER PROJECTS)

Since Mrc. 19 SEO Consultant at Faircouture, Germany
Monitoring & optimizing of Facebook & Google ads for 3 fashion onlineshops with sales uplift of 450%.

Since Sep. 18 Performance Marketing Specialist at Corporate Fashion, Germany
Monitoring & optimizing of Facebook & Google ads for 3 fashion onlineshops with sales uplift of 450%.

Since Mrc. 19 Content Marketing Specialist at OneLion, Switzerland
Setup of social media strategy for German watch label Junkers for their new website relaunch.

Jan 19. - Mrc. 19 Social Media Specialist at Junkers, Germany
Setup of social media strategy for German watch label Junkers for their new website relaunch.

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CORPORATE EXPERIENCE

Since 2019 Founder & CEO at Marketing Agency Hyfen GmbH (hyfen.de), Germany
Hyfen is a digital marketing agency which helps different brands from all kind of industry to develop/optimize high quality websites/onlineshops with a scaled performance & content (SEO) marketing. We help brands to grow digital!

Nov. 16 - Apr. 19 Founder & CEO at Snobtop GmbH (snobtop.com), Germany
Integration & realization of a 360° Marketing Strategy which led to 2.5k new customers in 4 months.

Sep 15. - Oct. 16 Head of Marketing at BMW ParkNow, Germany
Integration & realization of a 360° Marketing Strategy which led to 2.5k new customers in 4 months.

Jul 14. - Aug. 15 Online Marketing Manager at Amazon, Germany
Through marketing activities we generated a 240% sales uplift in 1.5 years for my client Beiersdorf in drugstore & HPC market.

EDUCATION

12 - 14 Marketing Management (M.A.) at Hof University, Germany

08 - 12 Designmanagement at Academy for Fashion & Design, Germany

till 07 Chamber of Industry & Commerce graduation as Management Assistant in
wholesale & foreign trade at DEDON GmbH, Germany

2007 - 2010 Allgemeine Hochschulreife (A-levels), Germany

HOBBIES

