

# Maximilian Kiechle

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Digital Marketing Specialist with an extensive knowledge in Strategy, Marketing (Social Media & Content/SEO) and Performance (Facebook & Google Ads), together with close to six years of working experience in various industries in big & small companies and leading cross functional smaller teams (up to 4 people). As a organised, enthusiastic 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.

## CORE COMPETENCIES

Digital Marketing & Strategy | Social Media & Performance Marketing | Website Optimization & SEO | Customer Journey & Funnel

## ACHIEVEMENTS

- Building a 360° Digital Marketing Agency in 6 months with 10+ customers : [hyfen.de](http://hyfen.de)
- Delivering high-class results as Digital Marketing Freelancer & Consultant for various customers: [maximilian-kiechle.de](http://maximilian-kiechle.de)
- Founding a Menswear E-commerce (Onlineshop) with 6-figure sales - [snobtop.com](http://snobtop.com) (not online anymore)
- Kicking off Social Media & Funnel Strategies with ROI (ROAS) for different customers > 7

## FREELANCE EXPERIENCE (LAST 3 LARGER PROJECTS)

July 19 - Feb 20	<b>Interim Team Lead Social Media &amp; Content at YFood Labs, Germany</b> Project Lead for Website Relaunch & integration of a value-based Social Media & Content Strategy
Aug. 18 - July 19	<b>Content Marketing Manager at Allianz, Germany</b> PM lead for SEO-optimization & Adobe Experience Manager (AEM) migration for >150 sites for category health & care insurances of Allianz DE
Apr. 18 – Jul. 18	<b>Social Media Manager at SportScheck, Germany</b> Developing a new content & social media strategy for Sportscheck, which led to a 60% traffic uplift during 1 month (compared to Mrc 18)

## FREELANCE EXPERIENCE (SMALLER PROJECTS)

Feb 19 - current	<b>Digital Marketing Specialist at Kaufmannbau, Germany</b> Relaunch of new website & integration of a new CRM funnel strategy with 250% uplift month/month
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- Mrc. 19 - current      **E-Commerce & Marketing Strategist at Faircouture, Germany**  
Monitoring & optimizing of Facebook & Google ads for 3 fashion onlineshops with sales uplift of 450%.
- Jan. 19 - current      **Performance Marketing Specialist at MK Karriereberatung, Germany**  
Monitoring & optimizing of Google ads to get new leads with uplift of 450% during 3 months.

## **CORPORATE EXPERIENCE**

- Feb 19 - current      **Founder 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!  
Focus on: Marketing Strategy, Website Optimization & Creation; SEO & Content; Performance Marketing
- Nov. 16 – Apr. 19      **Founder & CEO at Snobtop GmbH (snobtop.com), Germany**  
Launch of our curated Menswear OnlineShop snobtop.com (not online anymore) with over 6-figures within 1 year.  
Focus on: E-Commerce Strategy; SEO & Content Marketing; Performance & Social Media Marketing
- 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.  
Focus on: Marketing Strategy; Lead Generation through Performance Marketing; Digital Branding
- 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.  
Focus on: E-Commerce Strategy; Website Optimization; A/B Testing; Analytics

## **EDUCATION**

- 12 - 14      Marketing Management (M.A.) at Hof University, Germany
- 08 - 12      Designmanagement at Academy for Fashion & Design, Germany
- 07-10      Allgemeine Hochschulreife (A-levels), Germany

## **SKILLS & LANGUAGE**

MS Office | Adobe (Photoshop/Indesign/Illustrator) | Wordpress/Shopware/Magento | Google (Analytics, Search Console, Ads & Merchant) | Social Media (Business Manager, Sprout, Hootsuite & Co) | CRM (Mailchimp, Klaviyo etc.) | CMS (Wordpress, Adobe Experience Manager)

German (Mother Tongue) | English (fluent)