



MAX

KIECHLE

DIGITAL MARKETING PROFESSIONAL

Marketing Professional with 9+ year experience across strategy, digital performance, and e-commerce. Proven track record in boosting brand performance through different marketing tactics (on- & offline), shaped across diverse industries and senior leadership (+15 people) & Interim Head of Marketing roles. Entrepreneur experience adds agility and strategic thinking.

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Key Highlights

- **9+ years of digital marketing expertise:** 9+ years of experience in freelancing, entrepreneurship, agency & commercial (e.g. BMW & Amazon) guiding businesses across industries to success through strategic digital marketing & e-commerce solutions.
- **100% Client Satisfaction Rate in Freelance & Interim Head of Roles:** 5+ years exceeding expectations as a freelance Interim Head of Digital Marketing, with a consistent record of happy clients. Results speak louder than words!
- **Remote availability; travel optional:** Currently based in Australia (until 2024), but fluent in flexibility (100% remote projects worldwide; but travel to Germany is an option too)!

Latest Freelance & Interim Projects

Interim Head of Digital Marketing

/ Schneider Weisse /

Mar 20 - Dec 23

Schneider Weisse is a German beer company and worldwide benchmark for high-quality beers.

Responsibilities:

- **Marketing Strategy:** Data-driven digital marketing strategies grew retail foot traffic.
- **Omnichannel Focus:** Partnered with retail for impactful omnichannel campaigns, fueling growth.
- **Brand & Performance Ace:** Owned & managed online channels, crafting compelling brand voice & driving measurable in-store revenue through targeted campaigns.

Project: Create a digital marketing and branding strategy to attract, find and convert online customers.

Key Achievements:

- 6-month project turned into 3+ years collaboration (100% satisfaction!).
- Data strategy boosted reach 10x, driving 30% sales jump (offline!).
- Grew Instagram followers 122% (10.5k to 23.5k) with strategic campaign.
- Built creator network for consistent video content & engaged audience.
- Implemented CRM program with 60%+ open rates for deeper connections.

Interim Social Media & Content Team Lead

/ YFood /

Jul 19 - Feb 20

YFood is a Munich-based food-tech startup which became the number one brand in the ready-to-eat industry in less than 3 years.

Responsibilities:

- Led social & content strategies, building a high-performing team and relaunching the online shop for impactful results.
- Managed stakeholder relations, digital platforms (website, social media, CRM) & influencer networks, driving success across organic & paid campaigns.
- Delivered data-driven insights to C-level through KPI reports, leveraging tools like Sprout Social.

Project: Create a new branding and content strategy and build a high-performing team of 3 directs.

Key Achievements:

- Grew Instagram followers by 110% in 6 months with a fresh content approach.
- Increased website conversion rate by 40% (2.3% to 3.2%) thanks to a strategic relaunch.
- Launched a successful influencer network, reaching 6 million organically.
- Built a talented social media & influencer team in just 6 months.

Further Freelance Experience

Founder & Digital Marketing Freelancer

/ Hyfen Agency

Feb 19 - current

Hyfen Agency helps smaller businesses thrive online through strategic & performance marketing funnels on Facebook, Instagram & Google Ads, driving growth & engagement!

Responsibilities:

- Services: Spearhead full-funnel digital marketing campaigns for clients, driving optimal results.
- Client & Account Management: Act as the single point of contact for all client comms and relationship management.
- Leadership: Guide and support direct reports and overseas teams (developers & graphic designers).
- Business development: Lead pitches and new client presentations, secure revenue and expand business.

Key Achievements:

- Won over 15 new clients in 12 months
- Average client retention rate 24 months
- New performance strategy for building company led to 90% YoY in leads in 21 with an 11.8% CR
- Social media funnel advertising generated 140% sales growth in Q2-Q4 21
- SEO website relaunch for prop-tech startup generated 250% growth in organic traffic & 5 Top 3 search placements
- Built a bootstrapped agency with 6-figure revenue in 12 months

Skills

Digital Strategy | Social Media (Facebook, Instagram, LinkedIn & Pinterest) & Content Marketing (Website Content & Blog Management, CRO) | Performance Marketing (Facebook & Instagram Ads, Google Ads) | Customer Journey (CRM) & Funnel | Retail Marketing (Foot Traffic Campaigns) | Offline & OOH marketing

Head of Performance Marketing

Half Dome Agency / Melbourne Oct 22 - Feb 23

Responsible for achieving outstanding digital marketing results for our clients.

- Managing and leading strategies for new business opportunities (pitches), executing project management and leading a team of +15

Co-Founder

/ Snobtop / Nov 16 - Jul 18

Snobtop was a Menswear e-com startup that sold menswear through an online shop and blog.

- Managing, owning & promoting all marketing and sales activities to drive our menswear sales (incl. partners, content productions etc.)

Head of Marketing

/ BMW ParkNow / Sep 15 - Oct 16

ParkNow is a company of BMW selling in-car and on-street parking solutions.

- Responsible for customer acquisition, brand comms & product marketing

Key Achievements

- Built and led the agency's largest & most accurate Activation team (17+ members).
- Responsible for 7-8-figure digital media budget

- Paid performance & content marketing strategy led to 6-figure sales in one year with a ROAS of 5.

- Implemented a digital marketing strategy, which led to 2.5k new customers in 4 months

Tools

- **Website & E-Commerce:** WordPress, Adobe Experience Manager, Shopify, Wordpress, WooCommerce,
- **Shopware Content & CRM:** Sprout Social, Hootsuite, MailerLite, Mailchimp, Klaviyo
- **Marketing:** Google Ads, Facebook Business Manager
- **Analytics & Tracking:** Google Analytics, Facebook Tag Manager, Adobe Analytics, SEMRush
- **General & Project Management:** MS Office & Teams, Adobe Photoshop & Indesign, Canva, Atlassian Jira, Asana, Trello, Slack, Google Business Suite

Education & Other

- Marketing Management (M.A.; grade 1.7) at Hof University, Germany / 12 - 14
- Fashion & Design Management (B.A.; grade 1.9) at Academy for Design, Munich, Germany / 08 - 12
 - Bachelor Thesis at BMW HQ in Munich
- Languages: German (native speaker) | English (fluent)