

CONTACT

Phone: +49 162 9260 138

Location: Aachen

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SKILLS

> Professional

- Project Management
- Design und Aesthetics
- Leadership Experience
- Communication Skills
- Problem Solving
- Marketing Strategie

> Technical

- Adobe CC
- Figma, Adobe XD, Canva
- SEO/SEM, Google Ads
- Microsoft Office
- Hubspot
- Projectmanagement Tools
- Analytics



LANGUAGE

German	native
English	fluent
Spanish	basic

KERSTIN KOLVENBACH

CV

Hi! I'm Kerstin

I am a marketing manager and communication designer, with 10 years experience in strategic und operative execution of online und offline campaigns for B2B-Businesses. I am a strong communicator, an experienced manager, and confident in handling high-visibility projects. My expertise in various design disciplines ensures that I can cover all important aspects of brand building and marketing.

I possess a keen sense of user experience, aesthetics, and design, without losing focus on the business goals. Combining strategic thinking, organisation skills and a creative approach, I am able to complete multi-disciplinary projects within established timelines. I have worked for international companies, led teams of designers, and managed 7 figure budgets.

WORK EXPERIENCE

Marketing Manager | 2024-today

Bauer+Kirch GmbH | Aachen, Germany

In my position as a marketing manager I am responsible for both the strategic direction and the operational implementation, including analytics and KPI tracking. As there was no marketing function at Bauer+Kirch and fieldux before I joined, I built the entire marketing strategy. I drive visibility and awareness for our new SaaS solution by creating and executing a comprehensive marketing strategy across online and offline channels. I produce targeted content to position the product as the leading FSM solution in the DACH region and manage all aspects of event and trade show planning, organization, and execution.

- Development of the marketing strategy, personas, user journey, funnel, and stages with targeted messaging
- Networking, associations, and PR in the manufacturing and plant engineering sector
- Planning and execution of events, including trade fair booths, presentations, and webinars
- Reference customer marketing, including planning, content creation, and distribution
- Social media marketing, including paid and organic campaigns on LinkedIn
- SEO, SEA, and GEO marketing activities
- Content and design of the website www.fieldux.de
- Blog articles and newsletters targeting leads in the awareness and consideration stages

Personal dream - World trip | 2019-2023

Traveling along the Panamerican Highway from Canada to Argentina in a self converted campervan. Freelancing in communication design projects.

Team Lead Media Design | 2016-2019

Marketing Assistant | 2015-2016

MACHEREY-NAGEL GmbH & Co. KG | Düren, Deutschland

As the team lead of an in-house marketing department, I managed the design team and various projects overseeing a 7-figure budget. I took full responsibility for all marketing pro-

including the corporate identity and design, e-commerce, and internal training program. The company with over 700 employees has a global presence in 150 countries. I was responsible for:

- Full rebranding and redesign of the company's corporate identity and design
- E-commerce and relaunch of the company's webshop with over 25,000 products
- Managing more than 10 global exhibitions and events per year
- Lead a training center enhancing the presentation and public speaking skills of employees, including executives

KERSTIN KOLVENBACH

CV

Communication Designer | 2013-2015

Grindaix GmbH | Aachen, Germany

I was responsible for creating marketing visuals and print media, managing events and exhibitions, and developing the corporate design for the new business unit partfactory.

- Communication & corporate design
- Web design
- National exhibitions

CERTIFICATIONS AND COURSES

Content Marketing Course | 2024 Hubspot Academy

Google Digital Marketing & E-commerce Professional Certificate | 2023 Google Inc.

A six-month training course with a focus on online and digital marketing

Google UX Design Professional Certificate | 2022 Google Inc.

A six-month professional development training course in UX design

Design Thinking Course | 2022 University of Sidney

Shopware Seminar | 2018 Shopware AG

Project Management | 2018 Haufe Academy

EDUCATION

Master of Arts in Design Projects | 2013-2014

Hochschule Niederrhein, Germany

Focus: Exhibition booth design, interior design & marketing Bachelor of Arts in Interior Design | 2009-2012

Hochschule Ostwestfalen-Lippe, Germany

Focus: Interior design & furniture design

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