

Portfolio, Selected Projects



**Business Development.
Account Direction. Project Management.
Communications Consulting. Jens helps.**



Portfolio

£20.00
LOVE

WHAT YOU DO

AND

DO WHAT YOU

LOVE

My Service Offering



Business Development

- New business development
- RFI & RFP support
- Pitch lead
- Pitch story development
- Pitch winner identification and winning theme development
- Client relationship management
- Coordination and management of daily meetings, dry runs, client presentations



Marketing & Communication Consulting

- Development and management of digital and integrated communication concepts
- Brand development & management
- Market & competitor analysis
- Target group analysis, audience insights, persona development
- Customer journey mapping
- KPI setting
- Messaging & positioning
- Development of marketing activities
- B2C, D2C & B2B



Project Management

- Project and account management for small and large projects
- Agile and waterfall
- Creation of project plans
- Execution of complex workstreams
- Coordination of teams
- Quality assurance
- Process optimization
- Resource planning and management
- Budget control and invoicing
- KPI tracking and reporting



Account & Client Service Direction

- Bridging vacancies
- Forecasting
- Revenue, margin & profit tracking
- Team leadership & motivation
- Stakeholder management
- Client relationship management
- Consulting
- Preparation of proposals and SOWs
- Contract negotiation
- Up & cross selling

My Industry Expertise



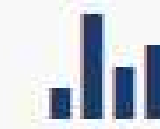
Technology & Telco

Microsoft, Intel, Ingram Micro, Adobe, Salesforce,
Deutsche Telekom, Home Connect



Mobility & Automotive

ADAC, Flix Mobility, BMW, MINI, GRAMMER
Automotive



Finance & Insurance

DA Direkt, Zurich Group, Siemens Financial
Services, OLB Bank, Deka Bank



B2C & D2C

Bosch, Siemens, NEFF, HARO Parkett, Indesit,
Ariston, Möbel Hübner, Neue Wohnkultur, B/S/H/



Fairs & Tourism

Nordseeinsel Borkum, Erlebnisbad
Gezeitenland, Messe Frankfurt, Messe Berlin,
Olympic Spirit Erlebniscenter



Energy

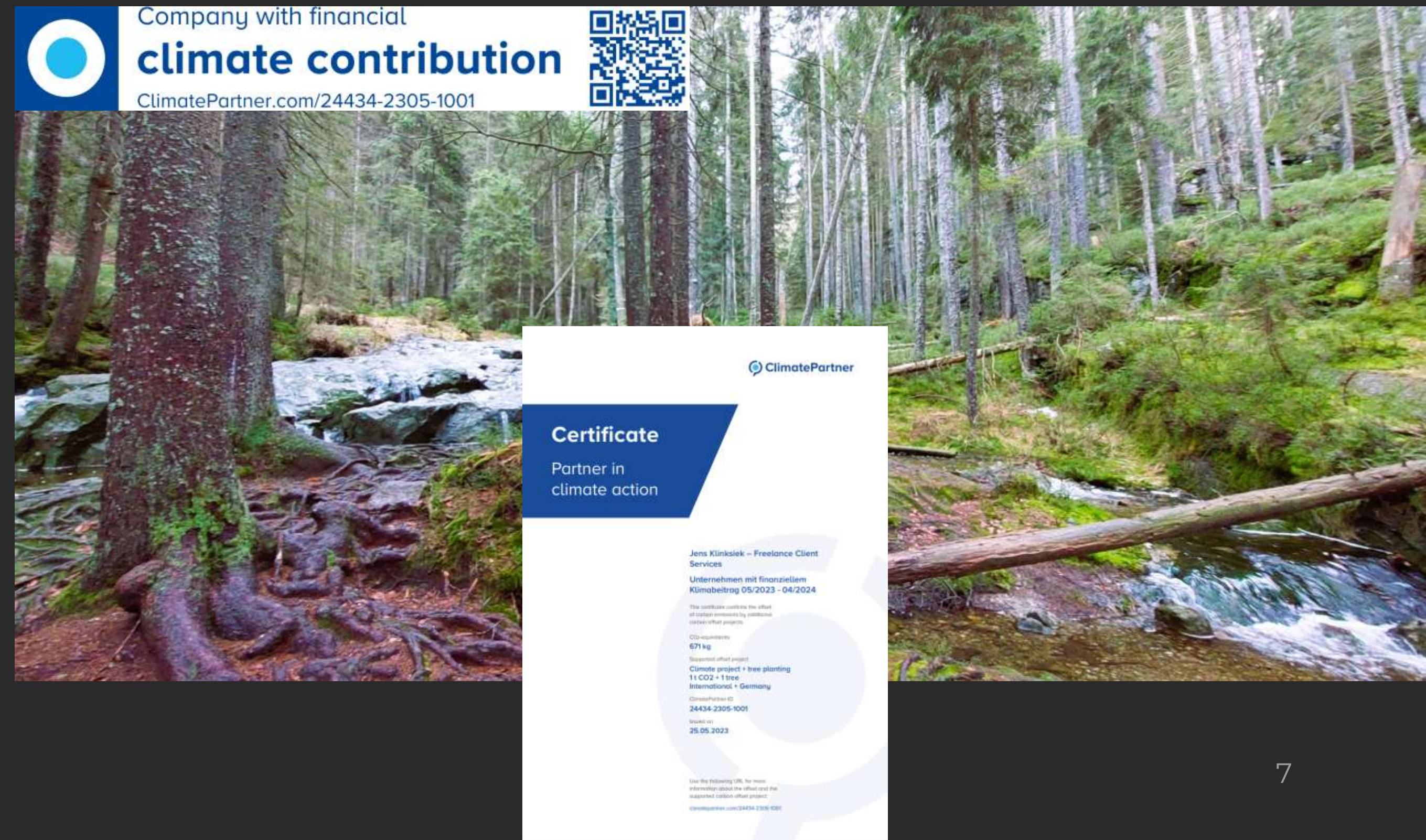
EnBW, EON

Agencies I had the pleasure to work for

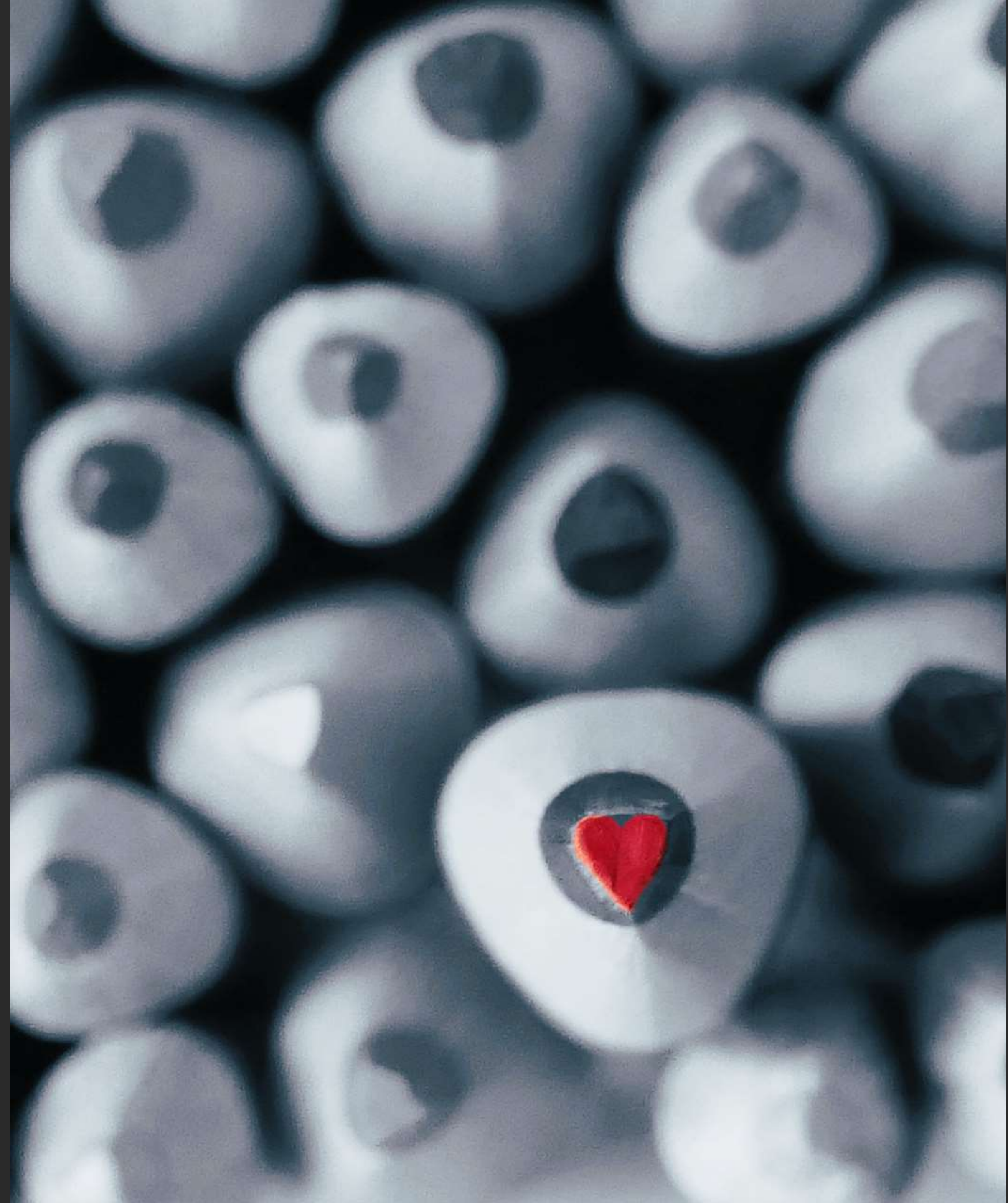
 <p>WUNDERMAN THOMPSON</p>	 <p>MRM // McCANN</p>	 <p>MERKLE</p>	 <p>IRIS</p>
 <p>dorland</p>	 <p>GREY group</p>	 <p>heller & partner</p>	 <p>FLASKAMP Werbung · Public Relations Events · Multimedia</p>
 <p>WPP</p>	 <p>IPG</p>	 <p>dentsu</p>	 <p>Cheil</p>
 <p>Doyle Dane Bernbach</p>	 <p>OmnicomGroup</p>		

2% Of My Income Goes To Certified Climate Protection Projects

Where possible, I avoid and reduce CO2 emissions. Purchasing green electricity and green gas has been a matter of course for me for many years. I also save energy by controlling my appliances intelligently via smart home. I try to avoid business trips as far as possible or use public transportation. I regularly update my carbon footprint and keep track of the success of the measures I have taken. I offset all CO2 emissions by financing a climate protection project. Climate protection projects save CO2 - for example with reforestation measures or the replacement of climate-damaging technologies with climate-friendly alternatives. More information about my climate protection projects at [ClimatePartner](https://ClimatePartner.com). **As the simple compensation of my CO2 emissions is not enough for me, I commit myself to use 2% of my income for further certified climate protection projects. That means - you book me as a freelancer and thereby automatically participate in climate protection.**



Selected Projects



E.ON: Creative Lead Agency

Project

Interim Account Direction and project management at DDB for E.ON: ATL and BTL communication (B2C and B2B)

My Tasks

Project Management,
Digital/Integrated Consulting

Channels

Online, Social, TV, Radio, DOOH,
Print, Direct Mail, In-Store
Promotion

Agency

DDB Munich



Business Lead for Microsoft

My Tasks

Account & Business Lead, Business Development, Client Satisfaction, Digital/Integrated Consulting, Account Leadership & Responsibility, Team Set-up, Project Management, Forecasting

Agency

Wunderman Thompson

Success

Best subsidiary in the annual global client satisfaction survey (Annual Performance Assessment)



Microsoft: Make Your Wish

Project

Campaign to position Microsoft as a leader in Digital Transformation with AI

My Tasks

Account Lead, Consulting, Stakeholder Management, Project Management, international role-out handling

Channels

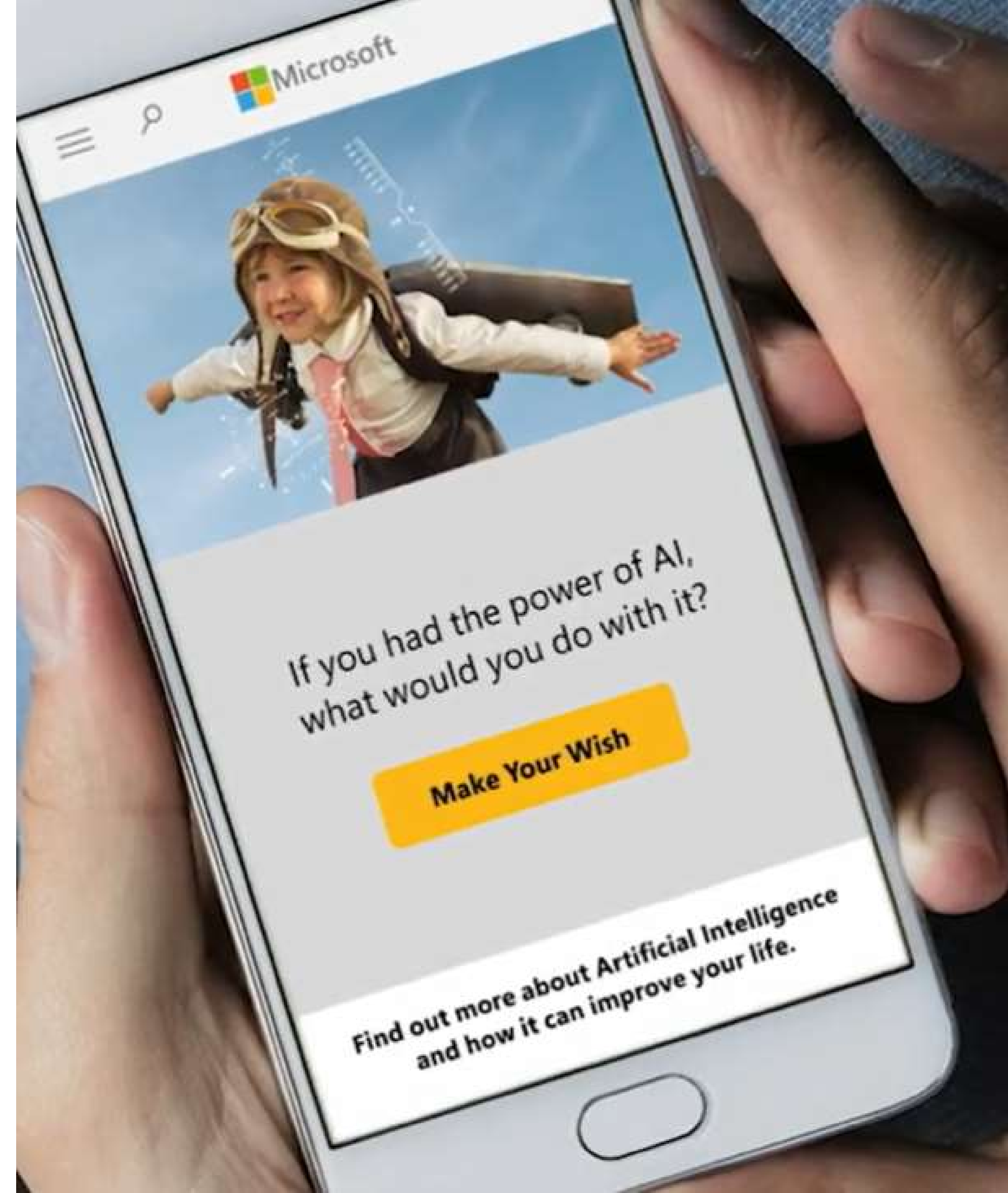
Online, Social, CRM, Event, Print

Agency

Wunderman Thompson

Success

Silver Effie „Brand Experience & Partnerships“



Microsoft: Hotel Mama

Project

An 8-month roadshow at German universities with a supporting campaign

My Tasks

Account Lead, Consulting,
Stakeholder & Partnerships
Management, Project Management

Channels

Roadshow, Online, OOH, Print,
Social, Guerilla

Agency

Wunderman Thompson

Success

Famab Awards - Best Consumer
Event Bronze



Intel: 2in1 Devices Campaign

Project

Launch of a new device product category with the help of testimonials. Device sales.

My Tasks

Account Lead, Digital/Integrated Consulting, Stakeholder Management, Project Management

Channels

Online, Social, Print, OOH, Video, Radio, Event

Agency

Wunderman Thompson



Siemens Home Appliances

Project

Website further development,
digital product development,
sustainability campaign

My Tasks

Account Lead, Stakeholder
Management, Project Management

Channels

Website, Online, Social

Agency

Iris Worldwide



DekaBank: Web Development

Project

Further development and maintenance of DekaBank Group website

My Tasks

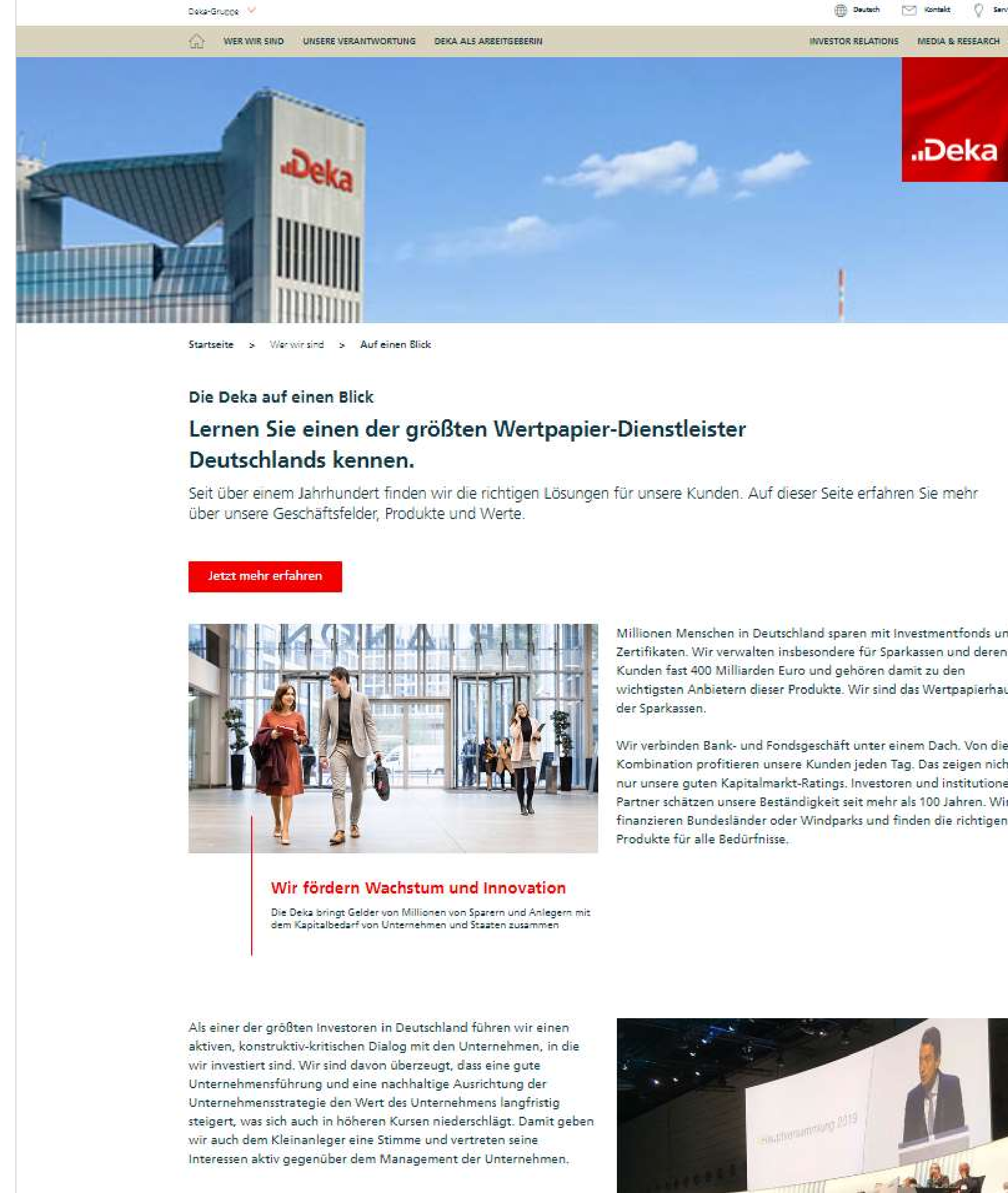
Digital Consulting, Stakeholder Management, Project Management

Channels

Website

Agency

Merkle DACH



Zurich Group: CX Optimization

Project

Touchpoint development and optimization for Zurich Group and Postbank

My Tasks

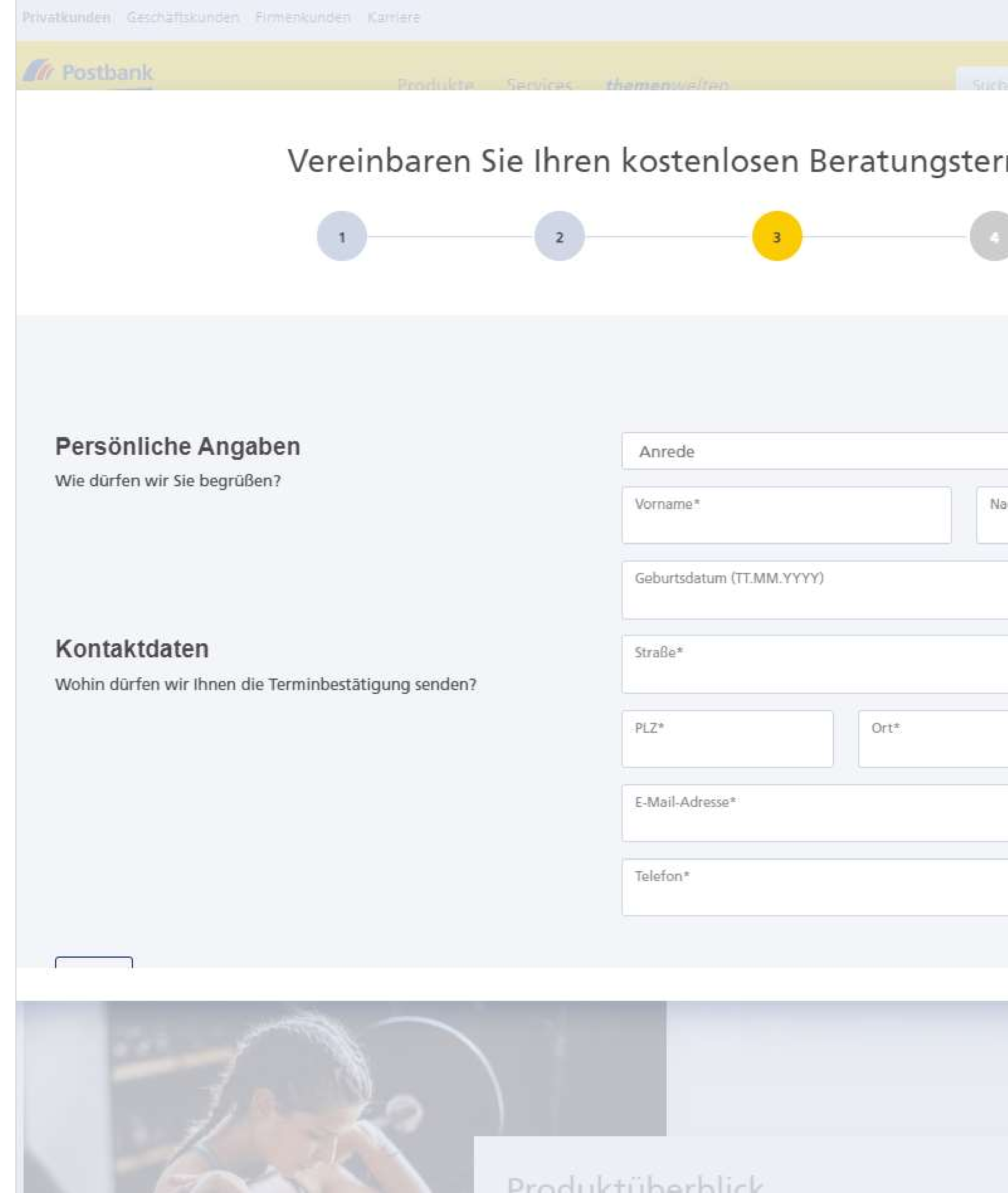
Digital Consulting, Stakeholder Management, Project Management

Channels

Website

Agency

Merkle DACH



Möbel Hübner: Lead Agency

Project

Creative lead agency for Möbel Hübner and Neue Wohnkultur, ATL and BTL communications

My Tasks

Project Management, Stakeholder Management, Digital/Integrated Consulting

Channels

Radio, OOH, Print, Online, CRM, in-store promotion, Event

Agency

FLASKAMP



Contact

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I look forward to meeting:
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