



MALTE MATTICK

MARKETING MANAGER & PROJECT LEAD

Stuttgart | Germany

malte@malte-mattick.com | [linkedin.com/in/malte-mattick](https://www.linkedin.com/in/malte-mattick)

SOFTWARE SKILLS

- › **Project Management:**
Atlassian Jira, awork, Atlassian Confluence
- › **Content Management:**
Typo3, WordPress, Directus
- › **SEO, Performance & Ads:**
Google Analytics 4, Google Search Console, Google Ads
- › **CRM & Automation:**
CAS genesisWorld, Salesforce, Salesforce Pardot
- › **Office & Design:**
Microsoft 365, Adobe InDesign, Adobe Photoshop
- › **Generative AI:**
Google Gemini, NotebookLM, Microsoft Copilot, Claude
- › **ERP Systems:**
SAP

PROFILE

Marketing manager with more than ten years of experience across international companies, digital agencies, and higher education, holding an M.Sc. in Management & Marketing. At TUM Campus Heilbronn since 2022, responsible for four campus websites, two as lead, steering external agencies, and bridging marketing and academia.

PROFESSIONAL EXPERIENCE

SINCE 06/2022

Marketing Manager Website

Technical University of Munich Campus Heilbronn | Heilbronn, Germany

- › **Lead the relaunch of chn.tum.de:** took it from concept through the May 2026 homepage go-live, with around 120 pages now rolling out in agile sprints.
- › **Manage four external agencies:** direct their work on technical development, SEO, and design, and own quality assurance.
- › **Report directly to the deputy managing director:** deliver ongoing performance reports from GA4 and Search Console and turn the data into concrete recommendations.
- › **Lead two working students:** run hiring and day-to-day scheduling.
- › **Passed Core Web Vitals** (LCP 1.3 s): optimized keyword structure, site architecture, and page speed, lifting organic engagement time 47% from 2023 to 2025.

10/2021 TO 06/2022

Project Manager

b.ReX GmbH | Stuttgart, Germany

- › **Ran agile delivery in sprints:** planned resources and steered development teams through to the finished product.
- › **Delivered AR, VR, and web projects:** owned each one end-to-end, from concept to launch, including a life-size AI avatar for a leading research institute, built in Unreal Engine with motion capture and GPT.
- › **Owned project controlling:** built schedules, milestone plans, and ongoing documentation independently.
- › **Served as central client contact:** bridged internal project teams and external clients.

CERTIFICATIONS & TRAINING

- › **Project Management:**
Project Management Foundations (IHK Center for Continuing Education, 2026)
- › **SEO & SEA:**
Search Engine Marketing with SEA & SEO (Haufe Akademie, 2023)
- › **Training Qualification:**
Trainer Aptitude Certificate (AEVO, IHK regulation, 2016)

LANGUAGES

- › **German:**
Native
- › **English:**
Fluent (C1)

SINCE 06/2019 | FULL-TIME 09/2020 TO 09/2021

Project Manager Online & Marketing

Smigaj Azubischule GmbH | Nümbrecht, Germany

- › **Relaunched the website and rolled out a new LMS:** planned and coordinated the relaunch of azubischule.tv and introduced an upgraded learning management system.
- › **Managed external vendors:** coordinated external partners across design and development.
- › **Built training content in WordPress:** created and maintained video-based learning materials for apprentices.
- › **Launched a free digital training product:** built it with management during the COVID-19 pandemic and rolled it out through the German Chambers of Commerce (IHK); 895 free orders and 969 user accounts from companies and apprentices across Germany.

08/2018 TO 08/2020

Trade Marketer Gourmet DE/AT

Barry Callebaut Deutschland GmbH | Cologne, Germany

- › **südback 2019 in Stuttgart:** planned and ran the booth for 37,500 trade visitors, plus in-house fairs, sales trainings, workshops, and product launches.
- › **Led market segmentation, Gourmet DE/AT:** researched key gourmet segments and built the needs analysis behind segment-specific product ranges, working directly with the Sales Director.
- › **Built trade marketing campaigns:** created segment-specific promotion plans and tailored customer campaigns with distributors.
- › **Ran the DE/AT interface:** aligned sales, the digital team, and external partners across the DE/AT office of an international group.

07/2015 TO 09/2015

Intern Marketing & Strategy | Mercedes-Benz Vans

Mercedes-Benz AG (formerly Daimler AG) | Stuttgart, Germany

04/2015 TO 06/2015

Intern Strategic Marketing

Voith Hydro Holding GmbH & Co. KG | Heidenheim, Germany

11/2012 TO 02/2015

Student Assistant Back Office

zeb.rolfes.schierenbeck.associates GmbH | Münster, Germany

07/2011 TO 02/2012

Area Sales Manager Aftermarket/Agriculture

BPW Bergische Achsen KG | Wiehl, Germany

EDUCATION & VOCATIONAL TRAINING

10/2015 TO 07/2021

Master of Science (M.Sc.): Management & Marketing

Bergische Universität Wuppertal

- › **Core studies:** 10/2015 to 07/2018, before entering professional life.
- › **Master's thesis:** "Entrepreneurial Crises during the Start-up Process: How to Cope with Crises Across the Various Stages of Founding." Grade 1.3, equivalent to GPA 3.7; completed part-time alongside a full-time job until the official degree in 07/2021.
- › **Focus areas:** innovation & technology management, brand management.
- › **Overall grade:** 2.7, equivalent to GPA 2.3.

08/2016 TO 12/2016

Study Abroad Semester: Business Administration

San Diego State University | San Diego, USA

- › **Focus:** Strategic Brand Management, Entrepreneurship, Seminar in World Business Environment.
- › **Grade average:** GPA 3.66.

03/2012 TO 06/2015

Bachelor of Arts (B.A.): Business Administration

Fachhochschule Münster

- › **Bachelor's thesis:** "Potential of Business-Type-Specific Referral Marketing in Business-to-Business Marketing." Grade 1.1, equivalent to GPA 3.9.
- › **Focus areas:** strategic and operational marketing, potential-oriented HR management.
- › **Overall grade:** 2.0, equivalent to GPA 3.0.

08/2008 TO 07/2011

Apprenticeship as Industrial Clerk (Industriekaufmann)

BPW Bergische Achsen KG | Wiehl, Germany

- › **International assignment:** project work at BPW Ltd. in Leicester, UK (05/2010 to 06/2010).
- › **Final grade:** Good (90%).

Stuttgart, June 6, 2026

