

○ CONTACT INFORMATION —————

Am Wiesenplätzchen 2, 53639 Königswinter, Germany
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○ WORK EXPERIENCE —————

Deutsche Post AG

Senior Expert Productmanagement Identity Management

(since 03-01-2015)

Development of digital and mobile identity management solutions and additional services for private and business customers.

- + Identification, development and maintenance of new business models and features to support sales and private customer acquisition
- + Coordination, quality management and reporting for marketing of digital identity management solutions
- + Product management for classic offline identity management solutions with specialization in security, subsidiary and sales services

Self employed translator (2005 – 2015)

Translation of several volumes of the travel guide series Lonely Planet from English into German

Paternity leave (07-01-2013 – 02-28-2015)

CreActive GmbH, Bonn

Online Marketing Manager & International Project Manager

(09-01-2011 – 06-30-2013)

Responsible for all internationale online marketing activities regarding licensees of books and self help concepts.

- + Email- and affiliate marketing for clients from DE, AT, CH, DK, SWE, PL, HU
- + B2C communication for lead generation and customer reactivation
- + International project management for clients in UK, IND, ES/PT and AUS/NZ
- + Coordination of international agencies from FR, UK, RUS, DE and IND
- + Concept development, campaign management, analysis and presentation
- + Development and implementation of lead generation strategies

Paternity leave (12-05-2009 – 01-31-2011)

allesklar.com AG, Siegburg

Head of Product Marketing allesklar media (07-01-2008 – 05-31-2011)

Development of sales strategies for banner advertising on meinestadt.de, zoomer.de, markt.de and pointoo.de

- + Department lead with 2 employees
- + Strategy development regarding acquisition of new clients and management of established clients
- + Marketer concepts, potential analysis, yearly sales forecast, market analysis

Business Development Manager (12-01-2006 – 09-30-2008)

Product- and project management for the sales areas Advertising & Cooperations, Listing and Job Market

- + Concepts for strategic development of all sales areas
- + Management and coordination of company-wide projects
- + Sales Marketing

Lycos Europe GmbH, Gütersloh

Senior Marketing Manager Webhosting Europe (12-01-2005 – 11-30-2006)

Online- and offline marketing of the business unit Webhosting in UK, FR, NL, DE, SE, IT, ES

- + Department lead with 2 employees
- + Budget accountability and responsibility
- + Banner advertising, print advertising (magazines), SEM, partner marketing (webshops), affiliate marketing, cooperations, portal integration

Paternity leave (08-07-2004 – 11-30-2005)

Yahoo! Deutschland GmbH, München

Product Manager Consumer and Network Services (05-01-2003 – 12-31-2003)

Product manager DE for Yahoo! Mail, Yahoo! Messenger and 20 additional community products

- + Department lead with 2 employees
- + Product and profit accountability
- + International project management of company-wide projects

AOL Deutschland Online GmbH, München

Community Manager and Online Editor CompuServe (08-01-1999 – 04-30-2003)

Sole responsibility for the CompuServe member community

- + Planning, development and maintenance of the community pages for compuserve.de
- + Strategic planning and operational implementation of ongoing CRM-campaigns, newsletters, event emails and sweepstakes for members (B2C)
- + Online editor of the CompuServe homepage www.compuserve.de, the Netscape homepage www.netscape.de, the entertainment and the community area

Direct Marketing Specialist CompuServe (10-01-1998 – 07-31-1999)

Planning and implementation of all direct marketing activities for CompuServe

- + Planning and coordination of direct mailings for lead generation
- + Coordination of external agencies and service providers
- + Development of DRTV-spots together with external agencies

Reader's Digest Germany, Stuttgart

Junior Product Manager General Books/CD-ROM (02-01-1995 – 09-30-1998)

Planning and implementation of direct mailings for the product lines General Books and CD-ROM

- + Coordination of direct mails from order planning to graphics and production of marketing materials up to postage and result analysis
- + Company wide premium gift usage among all product lines
- + Planning of market research activities and coordination with other Reader's Digest subsidiaries
- + Marketing lead of the task force „CD-ROM“, development of a product catalog, product selection and purchasing

Isobar GmbH, Essen

Sales assistant (08-06-1994 – 01-31-1995)

Telephone marketing for CAD-Software

- + Planning and control of marketing measures, realization of product presentations
- + Realization of telephone marketing activities

○ ADDITIONAL ACTIVITIES —————

Speaker for the Open Directory Project (www.dmoz.org) at the „Search Engine Strategies“ congress in Munich
(October 2002 and November 2003)

Representative of Yahoo! Deutschland GmbH at the Anti-Spam-Task-Force in Karlsruhe
(2003)

Speaker for allesklar.com AG at the „Search Engine Strategies“ congress in Munich
(March 2007)

○ EDUCATION —————

Studies of economics at the University of Essen

WS 1990/91 – SS 1994

Emphasis: Marketing, Organisation & Planning, Statistics

Dissertation: „Methods and models of population dynamics“ at the faculty of statistics

Degree: Diplom-Kauffrau

Tutor at the faculty of statistics at the University of Essen

WS 1991/92 – WS 1993/94

Studies of economics at the Philipps-University Marburg

SS 1988 – SS 1990

Degree: Vordiplom Betriebswirtschaftslehre

○ SKILLS —————

Language skills: German (native), English (fluent in writing and speech), Italian, Spanish and French (basic knowledge)

Computer skills: MS-Office (Excel, Word, PowerPoint, Outlook), Lotus Notes, HTML-Programming, JavaScript, Photoshop