Marco Ulf Musielak

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Birthday:	5th of May 1974, Gelsenkirchen / NRW Germany

Short profile

More than 20 years of experience in conception and realization of IT projects. Some of them as technical lead and team leader.

More than 7 years of experience in consulting as Key Account Manager in E-Mail Marketing Automation and IT Strategy (online shops and API interfaces)

Great enthusiasm for new technologies helps to create big things

Detailed grasp of complex relationships and distinct „Client-First" way of thinking

High amount of one's own initiative and independence

Practical experiences

Since 2018	ecx.io international GmbH / IBM iX **Business Consultant Marketing Automation / Business Analyst**

- Domain SME for Marketing Automation topics (Data Driven / User Centric approaches & personalisation activities)
- Business and solution design development on existing clients
- Pre Sales projects/work (RFI & RFP, Presentations)
- Strategic and operational management on international clients
- Workshop leadership (Project Discovery & Strategy phases) for requirements engineering & Enterprise Design Thinking
- Internal and Client training / enablement
- Sales and Customer / Client communication

2016 - 2018	Proximity Technology GmbH / BBDO Network Germany **Senior IT Project Manager**

- Project Manager (eGovernment - Formular Server Systems)
- Product Owner
- Team lead of 8 developer (eGovernment - Formular Server Systems)

2014 - 2016	The Reach Group GmbH / ad-cons GmbH **Senior Technical Product Manager**

- Software architect
  - E-Mail Marketing platform (in-house development)
  - Affiliate Marketing platform (in-house development)
  - Audience Analysis (in-house development)
- Technical project lead
- Technical team lead
- Strategic and operational management

2012 - 2014	RedEye Deutschland GmbH (EMM special solutions) **Senior Technical / Sales Key Account Manager for EMM**

- Advising and consulting with the strategic direction of behavioral and automated E-Mail Marketing campaigns and audience segmentation
- Strategic and operational management
- Fulfilling and ensuring the defined customer objectives and KPIs
- Regular communication with customers, in order to understand the expectations, goals and KPIs
- Optimization measures (test plans, segmentation strategies, etc.)

2006 - 2012	TWT Interactive GmbH (E-Mail Marketing & Team CMS, Portal) **E-Mail Marketing specialist & Web Consultant / Developer**

- Technical and strategic project management: E-Mail Marketing – In-house consulting
- Consulting and management of E-Mail Marketing campaigns
- Team lead: E-Mail Marketing
- Sales and customer communication

- Creation of rough and detailed concepts
- Preparation of cost indications
- Creation of presentations for training purposes
- Internal and external trainings for implementing email marketing tools
- Preparation of project documentation
- Module Development with Typo3

2004 –2006	msg@net

Marketing Consultant & Web Developer

- Planning and developing of E-Mail Marketing campaigns
- Project Management
- Preparation of detailed concepts, documentation and calculations
- Module Development with Typo3
- Customer support
- Data maintenance

2001 – 2004	Aral AG / Deutsche BP

Technical/Project Leader & Web Developer Intranet/Extranet

- Establishment, maintenance and development of the intranet and extranet (Technology: Lotus Notes)
- Planning and coordination of the technological transformations and innovations
- Moderation of departmental meetings
- Technical Support (In-house)
- In-house training: Lotus Notes Content Management System
- Preparation of project documentation
- Preparation of newsletter content
- Data maintenance

Education

2000 - 2001:	Apprenticeship: Aral AB / Deutsche BP
	Degree: Specialist application development (Fachinformatiker Anwendungsentwicklung)
1998 - 2000:	Apprenticeship: MS Software GmbH
1997 - 1998:	University of Essen (economic computer science)
1993 - 1996:	Senior classes at the business school I in Bochum (North Rhine-Westphalia) (focus: Business studies, mathematics and computer science) Degree: diploma from German secondary school qualifying for university admission

Relevant solution experiences

Since 2018	**ecx.io / IBM iX**

- ecx.io – Internal marketing transformation - Marketo
- Raiffeisen Bank (International) – Adobe Experience Manager, Adobe Campaign Standard
- BMW – Adobe Analytics
- Henkel, Schwarzkopf – SAP Marketing Cloud (yMKT)

- IBM – Marketing Transformation in all areas – Adobe tech stack (AEM, Adobe Target, Marketo)

2016 - 2018	**Proximity Technology GmbH / BBDO Network Germany**

- Lucom Formular Server for eGovernment solutions: Landesamt für Natur Umwelt und Verbraucherschutz, Ministerium für Arbeit Integration und Soziales, Ministerium für Schule und Bildung, Ministerium für Wirtschaft Innovation Digitalisierung und Energie des Landes NRW, Ministerium für Finanzen und Europa – Saarland, Bundesinstitut für Sportwissenschaft

2014 - 2016	**The Reach Group GmbH / ad-cons GmbH**

- In-house E-Mail Marketing solution for partner newsletters
- Affiliate platform development based on user requirements

2012 - 2014	**RedEye Deutschland GmbH – Behavioural E-Mail Marketing (Cross-Channel Marketing Automation)**

- 3Suisses (Pre-sales, solution consulting, account management, technical integration), Avis/Budget (Solution consulting), TUI.com (Pre-sales, solution consulting, account management, technical integration), Jochen Schweizer, Dress for less, DefShop, Thomas Sabo, Green Power, OfficeDepot, NKD, Decathlon, Kiss a frog

2006 – 2012	**TWT Interactive GmbH – E-Mail Marketing**

- Inxmail Typo3 cooperation
- Sanicare/Aliva/Medicaria (Solution consulting), Engelbert Strauss (XML/XSLT Inxmail Templates), Praktiker (XML/XSLT Inxmail Templates), Rolandberger eCardSystem (Solution consulting, Development), Zero (Solution consulting)

2004 – 2006	**msg@net / msg systems GmbH**

- Allrounder Skihalle (Typo3, Inxmail: E-Mail Marketing, reporting analyst), Spezihaus Shop (E-Mail Campaign Management, Google Advertising), Adelholzener Website (Typo3, Development and trainings), Active O2 Website (Typo3, Development and trainings)

Professional qualifications

2019	Certified Adobe Campaign Standard Expert, Adobe Campaign and Marketo Sales Accreditation, Google Analytics and Tag Manager certificate
2014	Certificate: Data protection officer (Datenschutzbeauftragter - TÜV Rheinland)
Other	Certificate: Presentation technique - visualizing and structuring information, Certificate: Project management, Certificate: Time management

EDP knowledge

E-Mail Marketing Tools:	Marketo, Adobe Campaign Standard, SAP Marketing Cloud, Dymatrix, Seligent, RedEye Marketing Suite (REACT/IRIS), Litmus, Inxmail, Optivo, eCircle, Copernica, MailChimp, CleverReach
DMP/Sales Tools:	Salesforce, Adobe Audience Manager, Dymatrix, Seligent
Project Management Tools:	Atlassian (Jira, Confluence, eg.), Salesforce, Asana, Trello, Podio, MS Project
Analytics Tools:	Google Analytics, Webtrekk, etracker, webtrends, econda, Omniture, Tableau, Google Data Studio
Tag Management Tools:	Google Tag-Manager, DC-Storm, Tag Commander, Tealium iQ, EasyMarketing, TURN
CMS	Typo3, AEM, Teamsite, Infopark, Portalbuilder (AgencySystem), WordPress
Applications:	MS Office Suite (Project, Word, Powerpoint, Excel, Access),
Development Tools:	Eclipse, Aptana, PHPstorm (development suite), Repository tools (CVS, SVN, GitHub), Deployment tools (eg. Phing, Jenkins)
Programming languages	
Excellent knowledge:	PHP, Java Script, HTML, SQL, XML / XSLT, Batch scripting
Profound knowledge:	AJAX/JSON, Frameworks (Zend Framework, jQuery, AngularJS)
Basic knowledge:	Lotus Script, JAVA, JSP, C++
Databases:	MySQL, Oracle, Lotus Notes, Mongo DB, Redis, SQLite, LocalStorage (HTML5)
Operating systems:	Linux (Server), Apple OS X, MS Windows, DOS

Foreign languages

English:	B1 – B2

Düsseldorf - 17th of November, 2020

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