



## David Field

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Kerpener Str. 103, 50937 Cologne

### OBJECTIVE

Seasoned marketing professional with nearly ten years of experience, specializing in online and digital marketing. Experienced in both design and execution, with a proven ability to think outside the box. Originally from Ireland, based in Cologne, Germany.

### SUMMARY OF EXPERIENCE

- Campaign Management
- Content Creation
- Search Engine Advertising
- Social Media Management
- Email Marketing
- Image and Video Editing

### EMPLOYMENT HISTORY

#### PRO SKY AG

**Cologne, Germany**

Performance Marketing Manager

April 2023 to June 2024

- Leading the company's Search Engine Advertising strategy on Google Ads. Creating and managing multiple high performing paid search campaigns across multiple languages and markets that drove new conversions and leads for the company.
- Development and delivery of an automated email marketing strategy which drove engagement and reactivation levels. Working within GDPR guidelines to deliver relevant, interesting and tailored content to the company's subscriber list.
- Planning, design and execution of the company's paid social strategy, (LinkedIn Campaign Manager) to increase brand awareness and drive website traffic.

#### BEARINGPOINT

**Dublin, Ireland**

Senior Marketing Consultant

February 2015 to April 2023

- Development and management of online marketing strategy across BearingPoint's diverse portfolio of services and offerings. Collaborating with internal teams to devise and execute end to end marketing campaigns across multiple channels and industries.
- As Social Media Manager for BearingPoint in Ireland, managed the company's online social presence across LinkedIn, Instagram, X (Twitter) and Facebook. In 2020, I was appointed to lead a social media taskforce, spearheading communication and collaboration between social media teams across BearingPoint international offices in Europe.
- Experienced image, video and audio creator, proficient in the full suite of Adobe Creative Cloud. Supporting both marketing and internal communication requirements.

## EDUCATION

### **Bachelor of Arts in Marketing (Digital Media)**

Dublin Business School

Graduated with First Class Honours (1.1)

## TECHNICAL SKILLS

### **CRM**

- Microsoft Dynamics 365
- HubSpot Marketing
- Mailchimp

### **Design**

- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Audition
- Powtoon

### **Paid Social**

- Meta Business Suite
- LinkedIn Campaign Manager
- Salesforce Marketing
- YouTube (Google Ads)

### **Search Engine Advertising**

- Google Ads Certified
- Google Analytics 4

### **Social Media**

- LinkedIn
- Facebook
- Instagram
- X (formerly Twitter)
- YouTube
- Hootsuite
- Salesforce Marketing

## OTHER

Native English speaker. Proficient German (B1 study ongoing)

Full clean EU driving license