



**CAMPAIGN MANAGER**

Google DoubleClick

**BIRTH / AGE**

15.09.1980 // 36

**PROFESSIONAL EXPERIENCE**

**FREELANCER – MEDIA DESIGNER**

JANUARY 2010 - TODAY

*Self Employed // Worldwide*

Projectwork mostly for small and medium-sized enterprises – Web and graphic design  
Design websites from conception to production, web design and development, Client consultation, recommending solutions and technologies based on clients' project and budget needs, Created visual designs for websites, logos, banners, branding, Coded websites with XHTML, CSS and PHP, graphic design for advertisements; designed brochures, maps, magazines and websites.

I'm currently supporting at least 8 existing customers with their websites and Google Adwords campaigns with a yearly budget from nearly 100.000€.

**Priority's.:**

- SEO and SEA (Google + Facebook)
- Design + Development (Frontend)
- Print Advertising
- Corporate Design & Identity
- Support Online Media
- Support Server (incl. SQL)
- Sozial Media
- ...

**Some Clients**

- Curry-wolf.de
- Druck-und-stick-berlin.de
- Sehliebe.de
- Eba51.de
- Kapitänskajüte.de
- matzes-minibus.de
- abbruch-west.de
- ...

**ONLINE MARKETING MANAGER**

APRIL 2016 – AUGUST 2016

*brandnooz GmbH // Berlin, Germany*

Responsibility for maintaining their websites (www.brandnooz.de) in Germany around product design, branding and promotion/pricing. Creating Landingpages and managing Google Adwords Campaigns and DoubleClick (DCM+DBM), fully responsible for budget planing around Adwords campaigns. Search Online Optimation (SEO) for the website brandnooz.de, including their landingpages. Reporting (DoubleClick + Adwords), A/B Testing and creating Creatives (HTML5) for Google AdWords and DoubleClick.

Proven Customer Account & Business Development expertise.

- SEO for brandnooz.de/.cz
- SEM for both sites
- Retargeting- and Display-Advertising (Google Adwords / DoubleClick)
- E-Mail-Marketing
- Social-Media-Activities
- Conversion-Optimizing
- Usability
- Customer-Journey-Optimizing via A/B-Testing and Landing-Page-Design

**Mediadesigner for Digital and Printmedia - Mediadesign**

Languages: Englisch, Fließend  
Driving License: B  
Certificates: Google Adwords  
Trainings: Google Analytics

**CONTACT**

**Patrick Krisch**

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13581 Berlin

Tel.: +49 (0)30 / 68914755  
Mob.: +49(0)162 / 497 81 53

E-Mail: job@patrick-krisch.de  
Internet: www.patrick-krisch.de

xing.com/profile/patrick\_krisch  
linkedin.com/in/patrickkrisch

DIGITAL CAMPAIGN MANAGER

JANUARY 2016 – MARCH 2016

*e-Dialog.at // Wien, Austria*

Campaign Management / Programtic and trafficking via Google DoubleClick DCM and DBM. Technical support and consultancy to reps and creative/media agencies. This work involves managing high revenue Rich Media display campaigns for large international brands throughout the campaign lifecycle. Interacting with large brand advertisers from DACH, tech partners, publishers and creative agencies to ensure all Rich Media creatives launch successfully.

Some Clients: RedBull, T-Mobile Austria, WKW

- Setup, and optimizing from RTB-Campaigns Desktop-, Mobile- & Video
- Trafficking & reporting from campaigns and ads
- Optimizing bids
- Analytical understanding from Google Analytics
- Retargeting- Display-Ads (Google Analytics / DoubleClick)
- Optimizing Ads (Desktop + Mobile)
- Account-Management
- Tracking & Analysing from online campaigns (DCM / DBM)
- Working in the cloud / CRM
- Englisch

**Some clients:**

- Möbelix / XXXLutz
- T-Mobile Austria
- Red Bull Media House
- Rewe Touristik
- Herold

**Trainings:**

- Google Analytics (Analytics conference Wien)

AD (CAMPAIGN) MANAGER

SEPTEMBER 2015 – OCTOBER 2015

*Amadeus Fire AG // Berlin, Germany*

Interims Ad Manager (6 Weeks) for the Stroer Ad Server - BerlinOnline.de Campaign Management and trafficking via Google DoubleClick DFP for Stroer (Advertiser). Technical support and consultancy to reps and creative/media agencies. This work involves managing high revenue Rich Media display campaigns for large international brands throughout the campaign lifecycle. Interacting with large brand advertisers from DACH, tech partners, publishers and creative agencies to ensure all Rich Media creatives launch successfully.

**Priority's:**

- Campaign Management
- Optimizing Campaign
- Troubleshooting & Reporting
- Monitoring
- ...

**Publisher:**

- Berliner-Zeitung.de
- Berlin.de
- Berliner.de
- Berliner-Kurier.de
- Express.de
- Mz-web.de

TECHNICAL SERVICE ANALYST (ADx)

APRIL 2013 – AUGUST 2013

*VoxPro // Cork, Ireland*

Controlling AdExchange Accounts from buyers and creatives. Reviewing AdExchange for both policy and technical adherence, including evaluation of 3rd and 4th party re-directs for both static and real-time bidding. Provide Publisher specific service for offline activities such as Creative review, and adjustments of settings Learn to troubleshoot customer issues for Tier 3+ (for US, Europe, JAPAC). Review inclusion of new sites onto the AdExchange network.

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[linkedin.com/in/patrickkrisch](http://linkedin.com/in/patrickkrisch)

**Requirements**

Knowledge of HTML, JavaScript, PHP, SQL or prior experience troubleshooting technical issues. Knowledge of Flash, Basic XML and JavaScript concept. Knowledge of Rich Media, RTB Campaigns, CPC, CPM, Google Adwords, Google Analytics, Reporting, Ad Management, Online Ads, SEO. At least 2 years experience in online ad industry, including proven ability to understand complexities of display ad serving architecture. Ability to absorb complex technical concepts and communicate them to a nontechnical audience effectively

Qualification:

- Google Adwords 2013

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**IT SYSTEMADMINISTRATION**  
*Tecops // Berlin, Germany*

JANUARY 2011 – JULY 2012

FEB. 2012 – JULY. 2012

INTERNAL REPORTING MANAGER

**Responsibilities:**

Internal reporting from Carl Zeiss AG & ATOS IT Solutions (previously Siemens IT Solutions) recording all relevant data for both groups, Data synchronisation OSD Remedy, Genesys, preparation from all reports: Backlog ICC, OSD Status, Raw Data, Carl Zeiss Vision + AG Daily Reports, Reporting Warehouse.

NOV. 2011 – FEB. 2012

2ND LEVEL SUPPORT FOR CARL ZEISS AG

Responsibilities: IT Support & order processing via phone, Clientsupport + User Support, telecommunication Support, Password support, PKI, support via remote SCCM, Knox DB, ticket routing and Knox db support. Support for onsite Service.

(JAN. 2011 – NOV. 2011)

1ST LEVEL SUPPORT FOR SIEMENS IT SOLUTION

Responsibilities IT Support & order processing via phone, Clientsupport + User Support, telecommunication Support, Password support, PKI, support via remote SCCM, Knox DB, ticket routing and Knox db support. Support for onsite Service. Tools:

*Reporting Warehouse, CMDB NetPro 2000, Knox DB, PKISS, SCCM, OSD Remedy, Windows Communicator, WEBRC, Admingate (Siemens + Carl Zeiss), Impact i360, Global View, SieQuence, AT&T, HDT, Active Directory, (AD) SDMC, Schulungen in Windows 7, NetPro 2000 with Certificate.*

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**YEAR ABROAD IN ENGLAND**

JANUARY 2009 – JANUARY 2010

*// March, Cambridshere, Birmingham & London, England*

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**SOUNDDESIGN (SOUND TECHNICIAN)**

2004 - 2006

*PMD Berlin // Germany*

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**Telekom 11833 – Call Center**

2001 - 2002

*MCS Berlin // Berlin, Germany*

Call Center Agent 11833 // Deutsche Telekom

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**BASIC MILITARY SERVICE (10 Mon.)**

November 1999 – August 2000

*Bundeswehr // Lehnitz, Germany*

10 month basic military service (Grundwehrdienst) 2./ PzArtBtl 425 in Lehnitz (Oranienburg), Kanonier & Office Soldier.

## INTERNSHIP

- GRAPHIC- & WEBDESIGN  
*Nachtwerk AG // Berlin, Germany*  
3 month prevocational traineeship  
JUNE 2007 – AUGUST 2007
- GRAPHIC- & WEBDESIGN  
*Subgrafik.de // Berlin, Deutschland*  
3 month prevocational traineeship  
JUNE 2008 – AUGUST 2008

## CERTIFICATES / AWARDS

- GOOGLE ANALYTICS TRAINING  
*e-Dialog // Wien, Austria*  
FEBURARY 2016
- GOOGLE ADWORDS SPECIALIST  
*Google // Cork, Ireland*  
MAI 2013
- IHK PROFESSIONAL QUALIFICATION  
MEDIADesignER  
*IHK Berlin // Berlin, Germany*  
JULI 2009
- LCCI BUSINESS ENGLISH AWARDED  
*London Chamber of commerce and industry, with credit // Berlin, German*  
JUNI 2007

## PROFESSIONAL QUALIFICATION

- AUGUST 2006 – DECEMBER 2008  
MEDIENGESTALTER FÜR DIGITAL UND PRINTMEDIEN (MEDIADesign)  
*BBW Berlin // Berlin, Deutschland*
- SEPTEMBER 1997 – FEBRUARY 1999  
ELECTRICIAN  
*aborted*

## SCHOOL

- 2003 – 2004  
*WALDENSER BILDUNGSMARKT*
- 1997 – 1999  
*BERUFSFACHSCHULE ENERGIETECHNIK II*  
*Professional Qualification Electrician*
- 1996 – 1997  
*JAW BERLIN ENERGIETECHNIK*
- 1994 – 1996  
*BB10 OSZ ENERGIETECHNIK I*
- 1992 – 1994  
*GOTTLIEB-DAIMLER OBERSCHULE*

## LANGUAGES

- GERMAN - MOTHER TONGUE  
ENGLISCH - FORTGESCHRITTEN

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# PATRICK KRISCH

## SKILLS

### PROFESSIONAL

Adobe Photoshop	●●●●●●
Adobe Indesign	●●●●●●
Adobe Illustrator	●●●●●●
MS Powerpoint	●●●●●●
MS Word	●●●●●●
MS Excel	●●●●●●
HTML / CSS3	●●●●●●
PHP	●●●●●●
Javascript	●●●●●●
SEO / SEA	●●●●●●
CREATIVITY	●●●●●●

### GOOGLE

AdWords	●●●●●●
Adsense	●●●●●●
Analytics	●●●●●●
MyBusiness	●●●●●●
DoubleClick DFP	●●●●●●
DBM, DCM, DFA	●●●●●●
DC AdExchange	●●●●●●
Webmaster Tools	●●●●●●

### FACEBOOK

AdManager	●●●●●●
Business Manager	●●●●●●

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