



# PHILIPP GREITSCH

Project Manager & Online Marketing Professional

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## JOB EXPERIENCES

### GLOBAL SEM-TECH, TOOLS & PARTNER LEAD

Since July 2017

#### trivago - Düsseldorf, Germany

- Owning planning and development of the global SEM tool, technology and automation strategy
- Identifying issues, quick wins and market developments, while making sure, that the SEM team can do their best work in the most efficient way
- Establishing, maintaining and improving key relationships with Google and Bing account-, product- and industry managers as well as global product leads in order to shape the future of digital marketing
- Direct reporting line for two talents & mentor for three additional talents in engineering and customer support as part of trivago's leadership model
- Leading implementation of Google Analytics 360 Suite across the trivago marketing pillar
- For additional responsibilities, please refer to Global SEM - Project Manager below

### CO-FOUNDER & PRODUCT MANAGER

Since October 2012

#### trendblog.net - Berlin, Germany

- Responsible for hosting, technical setup, web design and on-page SEO
- Analyzing and monitoring performance in order to optimize and further increase the currently 1m pageviews per month
- Published more than 150+ articles so far related to Android, iOS, gadgets and tech

### GLOBAL SEM PROJECT MANAGER

May 2015 - Jun 2017

#### trivago - Düsseldorf, Germany

- Key liaison between trivago and Google / Bing for all search engine marketing (SEM) related topics
- Responsible for piloting, analyzing and global roll-out of multiple Google AdWords products during alpha and beta stage across 55+ markets
- Supervising and mentoring a group of SEM specialists across all search advertising dimensions such as mobile, ad & landing page optimization, remarketing or DSA
- Driving feature adoption in close cooperation with cross-functional teams to implement the latest trends in SEM company wide
- Providing workshops and training to the entire SEM team related to new products, strategies and tools
- Optimizing workflows and driving process automation within the SEM department

### GLOBAL SEM JUNIOR PROJECT MANAGER

Aug 2014 - Apr 2015

#### trivago - Düsseldorf, Germany

- Responsible for landing page optimization including quarterly road map planning and A/B testing in cooperation with the trivago product and content teams
- Measured and analyzed direct impact of SEM activities and ensured strategic prioritization of projects and activities throughout the department
- Collaborated closely with a group of SEM specialists in different topics like account expansion, mobile and team management

### CO-FOUNDER & DIGITAL MARKETER

Aug 2012 - Aug 2014

#### Viginto Online Marketing- Berlin, Germany

- Managed digital marketing campaigns across different channels (Social Media, YouTube, SEA, SEO) for Peugeot, Citroën, Audi Star Talk as well as SMBs
- Conceptualized, created and launched websites for start-ups and SMBs in Wordpress and Magento

**INTERN  
DIGITAL MARKETING**

Aug 2012 - Jan 2013

**TRAINEE  
EVENT MANAGEMENT**

Aug 2007 - Jan 2010



**EDUCATION**

**MASTER OF  
SCIENCE**

Since Nov 2017

**BACHELOR OF  
BUSINESS ADMINISTRATION**

Sep 2010 - Jul 2014

**BACHELOR OF  
BUSINESS ADMINISTRATION**

Jan 2013 - Jun 2013

**EVENT MANAGEMENT  
ASSISTANT**

Aug 2007 - Jan 2010

**Trademob - Berlin, Germany**

- Responsible for the relaunch of Trademob's corporate website while focusing on a mobile friendly web design and on-page SEO
- Performed data analysis to further optimize website conversion rate using Google Analytics
- Managed creation and execution of email marketing campaigns

**VOK DAMS - Wuppertal, Germany**

- Assisted in planning and executing large scale events such as road shows, product launches and conferences across Europe and the US
- Created client presentations and supported the project manager in financial planning
- Focused on guest management and online activities supplementing the event

**IUBH University of Applied Sciences Bad Honnef, Germany**

- Attending a part time, distance learning degree in Business & Computer Science
- Expected graduation in 2019

**NHTV University of Applied Sciences Breda, The Netherlands**

- Attended a fully English-taught Bachelor program in International Media and Entertainment Management with a major in Marketing
- Graduated with honors, GPA 3.6

**Istanbul Bilgi University, Turkey**

- Erasmus exchange semester abroad at the Faculty of Communication, Economics and Administrative Services
- Achieved a GPA of 3.82

**Business College Bachstraße Düsseldorf, Germany**

- Vocational training in the field of event management, event organization as well as economics and social studies
- Final graduation score 87/100



**SKILLS**

**ONLINE  
MARKETING**

Google AdWords	● ● ● ● ●	Google Analytics	● ● ● ● ●
Automation	● ● ● ● ●	Bing Ads	● ● ● ● ●
Facebook Ads	● ● ● ● ●	Content Marketing	● ● ● ● ●
SEO	● ● ● ● ●	Social Media	● ● ● ● ●

**LANGUAGE**

German	● ● ● ● ●	English	● ● ● ● ●
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**TECH**

HTML / CSS	● ● ● ● ●	Javascript	● ● ● ● ●
Python	● ● ● ● ●	SQL / BigQuery	● ● ● ● ●

**OTHER**

Project Management	● ● ● ● ●	Scrum	● ● ● ● ●
Communication	● ● ● ● ●	Organization	● ● ● ● ●
GSuite	● ● ● ● ●	MS Office	● ● ● ● ●