



PHILIPP FREIBERG

Marketing Project Manager



- Multilingual with more than 6 years' experience in project management
- Very strong in digital marketing and digital transformation
- Quick thinking team player, empathetic, high level of willingness to change and the ability to adapt

Sidekick Network GmbH & Co. KG
Prager Straße 13
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Your contact:
Anita-Dora Andreadis
Managing Partner

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EDUCATION

10/2020 – 02/2023	Hochschule Koblenz University of Applied Sciences, Koblenz Master of Science in Marketing & International Business (Grade: 1,5)
10/2016 – 08/2020	Hochschule Koblenz University of Applied Sciences, Koblenz Bachelor of Science in Marketing & International Business
09/2012 – 07/2015	Gymnasium Schloss Hagerhof, Bad Honnef General University Entrance Qualification

EXPERIENCE / BACKGROUND

Professional Experience	6 years
Language	German (native) English (fluent) Spanish (basic)
Industries	Telco Automotive Retail
Methods & Management Skills	Project Management Project Management Office Digital Transformation incl. New Work Social Media Marketing & Strategy Corporate Identity KPI Definition & Management Search Engine Optimization & Marketing Product Development Stakeholder Management Key Account Management Budget Planning Resource Planning
Technical Skills	MS Office (Teams, PowerPoint, Excel, Word, Outlook, SharePoint) WebEx, WebEx Training Google Suite Photoshop InDesign Canva Blocs App Airtable, Trello, Miro



PROFESSIONAL EXPERIENCE

Since 01/2022
Bonn

Deutsche Telekom AG

Project and Sales Manager – Telekom Digital Factory

Responsibilities:

- Project management for the digital transformation of office landscapes
- Project management from concept to product development of digital spaces
- Project management of the business customer website
- Team coordination and management
- Internal and external B2B stakeholder management and new customer acquisition
- Close cooperation with key account managers and top management
- Marketing and communication activities via different channels
- Budget responsibility

Since 09/2021

Freelance Consultant

Responsibilities:

- Project management and consulting (e.g. marketing strategy and website)
- Creating websites for small and medium businesses
- Search Engine Optimization
- Search engine marketing

Since 07/2021
Koblenz

ECK – Koblenz Dry Gin

Social Media Manager

Responsibilities:

- Develop, implement and manage a social media strategy
- Creation of text, graphic and video content
- Ensuring quality standards with a focus on corporate identity
- Content planning, management and scheduling
- Analytical control of the KPI's
- SEO and SEA



Since 06/2016
Bad Honnef

Freiberg GmbH
Marketing Manager

Responsibilities:

- Independent design and management of social media channels
- Management of external service providers in the field of marketing
- Onboarding and support for new employees in the commercial area