

# Sammy Bohneberg

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*Results-oriented marketer with 20+ years of experience delivering omnichannel marketing activities*

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## PROFESSIONAL EXPERIENCE

### CURE Group GmbH

Interim CMO

01.2022 - now

- **Building and supervising a team of 5 marketing experts**
- **Overseeing €1M+ budget implementation** across different channels (SEA, SEO, Display, CRM, etc.)
- **Driving 20% week-on-week growth** through key marketing initiatives (new cooperation concepts, new funnels creations, content, and visuals improvement) while leveraging A/B tests to analyze customer behavior

### BRIDGEMAKER GmbH

Interim Marketing Director

05.2021 - 12.2021

- **Built and supervised a team of 8 marketing experts**
- Managed and led all digital (both B2C and B2B) marketing activities incl. national and international campaigns driving core business KPIs
- Defined and implemented a new communication strategy to re-position the brand

### Graco GmbH & Co. KG

Management Supervisor

01.2020 - 03.2021

- **Supervised a team of 30 marketing experts**
- **Managed independently 20 projects with budgets ranging from €50.000 to €700.000**
- Conceptualized, implemented, and analyzed the performance of campaigns to improve target KPIs (e.g., brand awareness, revenue)
- Implemented new partnerships and cross-media brand campaigns

### Hubject GmbH

Head of Marketing & Communication

08.2017 - 12.2019

- **Supervised a team of 12 marketing experts**
- Planned B2B and B2C marketing campaigns focused on branding and PR (incl. trade fair activities)
- Managed international projects (e.g., branding and sponsoring projects in China and the USA for Interchange Network Conference)

In the period 2011-2017 held only freelance roles ([more details below](#)), while in the period 2006-2011 worked as **Head of Digital Brand Consulting at POS Creative Media** (marketing & brand agency) and **Account Manager at Heimat Berlin** (advertising agency)

## FREELANCE EXPERIENCE

### Marketing Consultant & Project Manager

04.2011 - now

- **Supported 30+ leading German companies & agencies** - both traditional corporates, as well as startups - you will receive the overview upon request.
- Developed marketing strategies (both B2C and B2B), launched and managed marketing activities (content, ATL, BTL, performance marketing, CRM, branding)

#### Key highlights:

- Relaunched BMW Group B2B website for 100th anniversary
- Implemented Coca-Cola "Santa" campaign in Winter 2014

## ADDITIONAL INFORMATION

Achievements: Received **10+ marketing awards** (incl. Cannes Lion, Effie, Eurobest, AME Award)

Skills: MS Office (Excel, Powerpoint, Word), Adobe (Photoshop, Flash), PM tools (Jira, Trello, GURU, Click Up), knowledge of various CRM and CMS systems

Education: went through non-degree marketing education incl. 2-year advertising apprenticeship in Radio Metropol FM (2004-2006)