



BORIS WÖHLECKE

BRIEF PROFILE

Marketing and communications expert with 17 years of professional experience in companies and agencies - including 12 years as a manager with budget and sales responsibility of between EUR 250 K and EUR 4 million.

CONTACT

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EXPERT FOR:

- Strategic (multi-channel) communication
- Creative storytelling
- CRM/CXM
- Performance Marketing
- Brand and Sales Marketing
- Stakeholder management
- Solution-oriented and analytical action
- Motivating collaboration
- Emphatic team leadership at eye level
- Tennis, beach volleyball, sneakers

LANGUAGES

German Native
English C1 level
Spanish C1 level
Catalan A2 level

PROFESSIONAL CAREER

- Since Januar 2022
Zortify S.A.
Chief Marketing Officer
- July 2021 to December 2021
Interone
Director Content & Social Media (interim)
- November 2020 to June 2021
Jung von Matt
Social Media Director
- November 2018 to April 2020
Unruly
**Strategic Creative Agency
Partner/Business Development (EMEA)**

TRAINING

- July 2009 to October 2010
Europäische Fernhochschule Hamburg
Part-time certificate program in
Marketing and Market Research
- October 2005 to June 2008
Universitat de Barcelona
Bachelor/Master English & Spanish
Philology

PROFESSIONAL CAREER

WORK EXPERIENCE

Since January 2022

Chief Marketing Officer at Zortify S.A.

Tasks: Product development of AI-based personality analyses (<https://zortify.com/products/>) incl. pricing and development of digital business models with contribution margin of 30% as well as automation (dashboard), marketing automation (CXM) via (generative) AI and HubSpot, conception/implementation of international B2B paid media strategies 2022-2024 (Google, YouTube, LinkedIn, Meta, Referral), conception/implementation of long-term B2B market access strategies 2022-2024 (KPI: growth/awareness), development of corporate identity and design, conception/implementation of new brand identity (incl. <https://zortify.com>), budget planning/responsibility: EUR 2-4 million, team development/management, process optimization, sales target/achievement 2022: EUR 2.5 million/98%, 2023: EUR 4 million/(105% forecast), Strategic goals: Shortening of sales cycles from 5 to 4 months achieved, Recurring revenue measured against total revenue: increased from 50% to 70%, Traffic website improved by 700%

July 2021 to December 2021

Interim Director Content und Social Media (Paid, Owned, Earned) at Interone

Tasks: Development of channel strategies and content platforms for market launch Volkswagen ID BUZZ using Salesforce, strategic/cross-channel content planning and creation for DACH region, interface to data/analytics and media, B2B (retailer) and B2C paid media strategies 2022 (Google, YouTube, LinkedIn, Meta, Referral, Influencer), team leadership, budget responsibility: EUR 1 million incl. media budget, conversion rate for lead opt-in pages (KPI: test drive registration at the dealer) ø 13% Customers: Volkswagen Commercial Vehicles, Continental

November 2020 to June 2021

Social Media Director (Paid, Owned, Earned) at Jung von Matt

Tasks: Strategic, cross-channel planning/implementation of B2C social media campaigns for Netto Marken-Discount with focus on new/young target groups and "VeHappy" products, conception of landing pages/content hubs, interface to data/analysis and media, B2B (MAN retailer) and B2C paid media strategies 2021/2022 (Meta, YouTube, TikTok, Pinterest, Influencer), brand building in digital environments, team building/management, budget responsibility: EUR 1.5 million, reduction of cross-channel CPM from EUR 6.70 (LEH benchmark EUR 6.30), increase in brand awareness of "VeHappy" products in young target groups by 210% Customers: Netto Marken-Discount, SHARE NOW, MAN, EnBW

November 2018 to April 2020

Strategic Creative Agency Partner/Business Development (EMEA) at Unruly

Tasks: Business development and after sales (EMEA) via Salesforce, support sales marketing DACH, customer consulting, content creation with the help of "UnrulyEQ" advertising effectiveness analyses incl. optimization of cross channel content for managed or programmatic campaigns, "UnrulyEQ" product development, support brand lift studies, team sales targets per quarter/achievement: EUR 2 million/ø 105%, personal sales targets per quarter: EUR 250 K/ø 108%, increase in recurring revenue/sales from 55% to 63%, ø target contribution margin 40% achieved Customers: MINI, Vodafone, Kaufland, Bosch, DEVK, Henkel, Beiersdorf, Burger King, McDonald's

PROFESSIONAL CAREER

WORK EXPERIENCE

● May 2017 to October 2018

Client Services Director for the client smart cars/Member of Management Board

Tasks: Head of consulting for the largest agency client smart (car brand, HQ and Germany), strategy/creation/conception of international digital, social media, content and brand experience campaigns (B2B and B2C incl. implementation/production), adaptations for international markets, repositioning/rebranding/market launch smart EQ, conception and communication market launch smart Ready-to-Services, (retail) collaborations with Jeremy Scott ("smart ForJeremy"), Vitra Design Museum ("smart Mobile Disco"), SXSW 2018 in Austin/Texas ("Zero Emission Ball"), budget responsibility: EUR 4 million incl. media budget, 25% margin target achieved

● February 2016 to April 2017

Managing Director Consulting/Co-Founder and Partner at L7 Berlin

Tasks: Agency set-up from the scratch, business development and expansion of acquisition network, creation/conception/production of 5-part content series "Der Spediteur" with Joko Winterscheidt on the Volkswagen e-models (10 million clicks on YouTube incl. media support) as well as 2nd Unit Laughing Horses" production (market launch Volkswagen Tiguan 2016), process and strategy development, creation/conception/implementation of further 360° campaigns as well as TV commercials and content formats, sales target/achievement 2016: EUR 1 million/150%, 30% ø margin target achieved
Customers: Volkswagen, Universal Music, SodaStream, LEGO, Berlin European Athletics Championships 2018

● February 2014 to January 2016

Budget Director/Team Lead at Serviceplan

Tasks: Strategy/creation/conception/partial implementation of 360° campaigns on road safety/psychology ("Runter vom Gas") and automated driving with a focus on PR/social media, "classic" consulting, business development, (PR) collaborations with Disney, Martin Perscheid, Roger Cicero, Udo Walz, Culcha Candela, Fünf Sterne Deluxe, Milky Chance, Rock am Ring, etc., PR/social media campaign with Disney and Ströer "The saga continues..." 10.000 posters throughout Germany, helmet competitions for 250 schools, coverage in over 160 countries for only 60K budget, budget responsibility: EUR 3.5 million, 60% total margin target achieved
Customers: BMVI (Ministry of Transport), German Road Safety Council, Telefónica

● July 2010 to December 2013

Senior PR consultant/Team Lead at Jung von Matt

Tasks: Brand staging, strategy/creation/conception and implementation of PR, online and social media brand campaigns, including "Unserer Amateure. Echte Profis" (DFB), "Rosi hat Schwein gehabt. Against skin cancer." (DKH) or "Das Beste oder Nichts" (Mercedes Benz, Golden "PR Lion" at the Cannes Lions Creativity Festival), business development, budget responsibility: EUR 250 K to EUR 1 million, 40% margin target almost achieved (36%).

Customers: Mercedes Benz, Pernod Ricard, German Football Association, German Cancer Aid, Euronics

● March 2006 to June 2010

**Project Manager und Project Lead Marketing/PR/Sponsoring/Events at
Volvo Cars Germany und Hül's Unternehmensgruppe**

TRAINING

UNIVERSITY EDUCATION

- July 2009 to October 2010
Certificate program Europäische Fernhochschule Hamburg
Marketing und market research, grade: 1,7
- October 2005 to June 2008
Bachelor/Master Universitat de Barcelona
English und Spanish Philology, grade: 1,6
- October 2000 to September 2005 (incl. 2 vacation semester 2003/2004)
Magister Universität Köln und Oldenburg
English Philology, Political Science and Anglo-American History

FURTHER EDUCATION

- May 2020 to September 2020
Further training as Chief Digital Officer
Focus areas: Digital business innovation, digital transformation and its processes, digital business models, customer centricity, digital leadership, media law

SOFTWARE/TOOLS

- Mac OS
- Windows (Office 365)
- Google Ads/Search Console/Analytics/Tag Manager
- Meta und LinkedIn Business Manager
- Facelift
- Social Bakers
- HypeAuditor
- Cookiebot
- Brandwatch
- Hootsuite
- Wordpress
- easyjob
- Maconomy
- HubSpot
- SAP
- Salesforce
- Highspot
- WebEx
- TROI
- Trello
- Jira
- Confluence
- KiteWorks
- Clickup
- Basecamp
- Merlin
- Zoom

Hamburg, 22. January 2024

