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CHRIS W. BRAUN

Curriculum Vitae



Name	Chris Braun
Address	Finkenweg 8 63694 Limeshain Germany
Telephone	+49-172-6129034
Email	cwbraun@me.com
Citizenship	German
Family status	married
Career goal	Marketing Director / CMO

EXPERIENCE

02/22 - Present **Marketing Director Europe**

MVGM Holding B.V., Rijswijk, Niederlande

- Responsible for:
- Budget management over approx. 1 million Euro
- HR management responsibility for 8 FTE in 4 countries - international branding development and monitoring for 9 countries.
- Re-creation of international image and branding campaigns and events (Expo Real, MIPIM etc.)
- Re-creation of website for 9 countries in 11 languages. Increase of SEO. Increase of visitors by up to 40%. Placement on page 1 on Google for relevant search terms.
-> www.mvgm.com
- Re-creation of an international brand portal. Access of all 1500 employees to branding and merchandise material with time savings in the annual 6-digit Euro range.
-> www.brandportal.mvgm.com
- New implementation of HR website including new application software. Previously, job ads were posted manually on various platforms. From now on, one maintained job ad is posted on dozens of job portals in several countries. Labor savings in the annual 6-digit Euro range.
-> www.careersatmvgm.com
- Increase of social media awareness. New launch of local LinkedIn business pages with respective language. Increase of followers by 400% within 3 months
- Strategic brand development including the introduction of a new slogan „Passion for People and Property“, new key visuals with country-specific translations as well as revision of the complete corporate design in 9 countries
- Planning and implementation of digital and classic media campaigns and projects on a national and international level. By using easy-to-use CD-compliant online templates, all employees can create ads themselves. Time savings in the annual 6-digit Euro range.
- New introduction of a ticket system/task management (Monday.com) to make communication between internal and external employees more efficient. Successful processing of approx. 30 - 50 tickets/tasks per day.
- Advisor to the Board of Directors. 2-weekly reports on budget, KPIs and project statuses.

08/20 - Present **Marketing Director Germany**

MVGM Facility Deutschland GmbH, Frankfurt

- Responsible for:
- Budget management of approx. 200K Euro
- press spokesperson, handling of approx. 20 press inquiries per year
- national brand development, re-creation of approx. 50 marketing tools within 12 months

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- New creation of national image campaign with increase of brand awareness
- New creation of trade show appearance and event concept. Realization for Expo Real in Munich
- Elaboration of strategic brand development within a workshop with completion of a 70-page recommendation handout.
- Advisor of the Dutch holding company. Monthly reporting of the status of the strategic brand development.

10/17 - 07/22

Owner/Marketing Consultant & Project Manager

Fountain5 LLC Ad Agency / DAHU Ad Agency LLC, Austin, Texas, U.S.A.

PROPERTY MANAGEMENT VEGIS Immobilien GmbH

- Relaunch of company website
- Relaunch of the subsidiaries websites
- SEO of keywords. Optimization of keywords with which VEGIS was subsequently found on page 1 of Google.

- Supervision of marketing activities

FEDERAL ASSOCIATION MICRO-LIVING

- Relaunch of company website
 - Development of a series of customer information brochures
- INSURANCE -> Ideenwerk / IGV insurance company
- Launch of complex web application for insurance tariffs
 - Access hierarchies for
 - o admin/client
 - o end user
 - o Broker

-> www.igvversicherung.de

- Automated processes such as new customer broker registration within minutes. After successful activation, broker can immediately use his online comparison calculator branded in his CD. From approx. 6 hours of web development work per broker, the time was reduced to a few minutes. Time saved per year was approx. 300 hours.
 - Ongoing enhancement
 - Google Analytics reports
 - Support for marketing activities
 - Talking head videos
 - Development of a mailing for broker recruitment
 - Relaunch company website
 - YouTube channel
 - Mobile exhibition stand
- AIRLINE -> Waypoint Leasing LLC
- Supervision of marketing activities
 - Motion Graphics Videos
 - Development of a series of B2B customer information brochures
 - Planning and execution of a 300 sqm exhibition stand
 - Email campaign

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AIRLINE -> Global Helicopter Services

- Relaunch of website
- Multilingual
- Automated processes
- > www.globalhelicopterservices.com

AUTOMOBILE CARE -> Royal Auto Finishes

- Implementation of strategy workshop
- Support of marketing activities
- Relaunch of website

AIRLINES -> Texas Aviation Partners

- Strategy workshop for regional airport
- Relaunch of website
- Corporate Design
- > www.flysanmarcos.com

ASSET MANAGEMENT -> Clear Rock Advisors, Austin, Texas

- Branding development
- B2C website launch
- B2C company brochure
- B2B website launch
- > www.clearrockadvisors.com

TOOL PRODUCTION -> Extramet

- Online live price calculator with live preview. Customer previously created manual quotes for tungsten tools (average time per quote about 3 hours). Concept and creation of a live online price calculator that sent quotes with tiered pricing within minutes. Time saving per year approx. 600 hours.
- > www.extramet.net

05/98 – 04/15 **Co-Founder and managing director | Marketing Consultant**
gestaltungsWerk Werbeagentur, Mannheim, Germany
• hundreds of projects on a national and international level
(DaimlerChrysler, Erdgas Südbayern, Ravensburger, etc.)

EDUCATION

1989 – 1994 Fachhochschule Mannheim
Studium des Kommunikationsdesigns
Graduation: Diplom-Kommunikationsdesigner

1975 – 1987 Gymnasium Helmholtz Heidelberg
Graduation: Abitur, (Allg. Hochschulreife)

LANGUAGE SKILLS

German	Native language
English	Nearly native speaker knowledge
French	Basic
Spanish	Basic
Dutch	Beginner

IT SKILLS

EDV	MS 365 Office Sharepoint Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat, etc.) Monday.com Hubspot Google Apps Google Analytics Google Manager and many more
Internet	SEO SEA Digital Native

Experience in developing target groups and potential marketing tools for national and international customers

- Planning and execution of a strategy workshop
- 1-, 2- or 3-day-workshop
- Identification of different target groups
- Clarification of the advantages and disadvantages of the customer's products / services
- Bundling of product information
- Development of possible marketing tools
- Independent planning, implementation and further development of sustainable sales, marketing and international strategies
- Concept and implementation of sustainable business processes as part of the development of the international sales business
- Systematic screening, evaluation and targeted selection of cooperation partners
- Identification and exploitation of market opportunities
- Innovation provider for product development based on customer needs

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- Planning and implementation of (new) product launches and relaunches (national and international)

Experience in different company phases

- From development phases to expansion, rapid growth phases to consolidation and turnaround with subsequent and renewed expansion
- Restructuring and strategic realignment of existing business models
- Creation of new or adaptation and standardization of existing processes and organizational structures

International Experience

- Cooperation with clients and service providers from the following countries:
 - Australia
 - Belgium
 - France
 - Netherlands
 - Brazil
 - Ireland
 - Switzerland
 - China
 - Canada
 - Poland
 - Spain
 - U.K.
 - Germany
 - Mexico
 - U.S.A.

Management experience and heterogeneous reporting

- Result-oriented management of teams / freelancers and service providers
- Leadership range from 3 to 25 employees across multiple hierarchy levels
- Management of international / national project teams with participation in different functional areas
- Reporting to decision-making bodies: management, board of directors