

OLIVER KOCH

Senior Manager Marketing Communications

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PROFILE

Graduate in Marketing Communications (Kommunikationswirt) with 30 years of experience in international brand management, B2B and B2C campaigns, and steering complex large-scale projects. Combines global corporate experience (including US matrix organizations) with long-standing agency and budget responsibility in the double-digit million euro range. Specialized in translating technically demanding portfolios into measurable go-to-market strategies, leading interdisciplinary teams and external agencies, and accelerating processes through modern AI and automation workflows.

PROFESSIONAL DEVELOPMENT

Applied Online Marketing Manager Advanced, ecomex Business Academy **Jul 2026 to present**

- 16-week full-time intensive program (over 650 hours) focusing on modern digital marketing, B2B lead generation, and e-commerce.
- Practical specialization in SEO/SEA, CRM and marketing automation, data analytics, and AI-driven campaign and prompt workflows.

PROFESSIONAL EXPERIENCE

Senior Project Manager, HCB Real Estate **Nov 2021 to Dec 2025**

- Overall responsibility for commercial project management and strategic real estate communications for a new residential development of 16 units.
- Managed multidisciplinary project execution, coordinating suppliers, construction partners, banks, and buyers through to handover.
- Translated complex planning concepts into transparent project marketing and targeted sales support for prospective buyers.

Global Manager Marketing Communications, Apex Tool Group **Nov 2018 to Oct 2021**

- Managed global B2B communications and worldwide product launches for Cleco Production Tools, including flagship trade fairs and supporting the operational rollout of the service brand Cleco Care.
- Steered international corporate websites, global translation processes, and interfaces to central product databases.
- Led international project teams and external agencies to capture new market potential based on competitive analysis.

Marketing Communications Specialist EMEA, Apex Tool Group **Dec 2017 to Oct 2018**

- Advanced the EMEA portfolio strategy and provided regional sales support for leading US hand tool brands.
- Created targeted B2B sales materials, drove sales promotions, and monitored sales targets and KPIs.
- Managed budget planning and targeted resource allocation to develop new sales markets based on trend and market analyses.

PROFESSIONAL EXPERIENCE (CONTINUED)

Head of Events, lmc.communication GmbH **Apr 2009 to May 2017**

- Led international B2C and B2B brand experiences for key accounts including Audi, Johnson & Johnson, Mercedes-AMG, Postbank, and Volkswagen.
- Managed multidisciplinary teams of up to 30 employees and steered client budgets exceeding €10 million.
- Developed strategies for complex live, hybrid, and virtual events with end-to-end project accountability and established new quality standards.

Senior Project Manager, TC Gruppe GmbH **Dec 2005 to Mar 2009**

- Managed major event and communication projects for clients such as Daimler and Maybach.
- Led project teams and steered budgets of up to €5 million.
- Handled concept development, client presentations, budget calculation, and negotiations with clients and service providers.

Project Manager Live Marketing, project concept GmbH **Jan 2001 to Nov 2005**

- Managed live marketing projects for international brands and steered major events with up to 80,000 attendees.
- Held responsibility for site and schedule planning, safety concepts, and technical event production.
- Coordinated interfaces between internal teams, external partners, public authorities, and creative agencies.

Press Relations (Military Service), BMVg **Jan 2000 to Dec 2000**

- Editorial support for press and public relations at the Federal Ministry of Defence during mandatory military service.

Executive Assistant, Sponsor Partners (BBDO Network) **Oct 1996 to Dec 1999**

- Supported key accounts such as Deutsche Telekom and Deutsche Post AG on strategic event and PR projects.
- Worked closely with executive management on strategic and operational matters.
- Prepared executive decision templates, budget overviews, and market analyses.

EDUCATION

Marketing Communications (Tertia Academy, Bonn) **1997 to 1999**

- Part-time professional degree program graduating as Kommunikationswirt.

Marketing Communications (WAK Cologne) **1996 to 1997**

- Foundation studies focusing on marketing, advertising, and communications.

ADDITIONAL SKILLS & INFORMATION

- IT & Tools: Google Gemini, NotebookLM, Google AI Studio, ChatGPT, Perplexity, Canva, WordPress, Drupal, HubSpot, Brevo, Salesforce, Sistrix, SPSS, Adobe Creative Cloud, Microsoft Office, ClickUp, you3000, ProAD
- Languages: German (Native), English (Fluent), French (Basic), Spanish (Basic)
- Volunteering: Volunteer refugee aid and support work, Karlshöhe Ludwigsburg Foundation