



# KERSTIN KOLVENBACH

## CV

### Hi! I'm Kerstin

Senior Marketing Manager with 9+ years of experience in strategic and operational marketing for B2B and regulated industries. Proven track record in developing regional marketing strategies, adjusting messaging for international markets and cultures (EMEA, AMER, APAC), and leading product launches across digital, event, and field marketing channels. Strong expertise in stakeholder collaboration, competitive positioning, and data-driven decision-making.

Passionate about creating clear, meaningful, and responsible marketing strategies that support informed decisions and better outcomes for customers and end users.

### WORK EXPERIENCE

#### Marketing Manager | 2024-today

Bauer+Kirch GmbH | Aachen, Germany

In my current role, I am responsible for defining and executing the end-to-end product marketing strategy for a new SaaS solution, with a strong focus on market positioning, go-to-market execution, and cross-functional alignment across sales, management, and external partners.

- Build and lead the complete product marketing strategy for a new SaaS solution, including positioning, value propositions, personas, and messaging across the full customer journey
- Translate business objectives and market insights into clear marketing and communication strategies aligned with sales and management
- Lead go-to-market activities, including product launches, launch communication, and integrated campaigns across digital and offline channels
- Plan and execute regional events, trade fairs, presentations, and webinars, acting as marketing lead on-site
- Collaborate closely with sales, leadership, external partners, and associations to ensure consistent messaging and market readiness
- Drive digital strategy using performance data, analytics, and KPIs to continuously optimize campaigns and content
- Own the content strategy including website, blog, newsletters, reference customer marketing, PR, SEO/SEA/GEO, and LinkedIn paid and organic campaigns

#### World Travel | 2019-2023

- Traveled along the Pan-American Highway from Alaska to Antarctica in a self-converted campervan
- Worked freelance on communication design and marketing projects

#### Team Lead Marketing & Media Design | 2015-2019

Marketing Assistant | 2015-2016

MACHEREY-NAGEL GmbH & Co. KG | Düren, Deutschland

Within a globally operating life sciences company, I held a leadership role in marketing and communication, overseeing global brand initiatives, product communication, and cross-functional projects in a highly regulated environment.

- Strategic responsibility for global marketing initiatives including corporate identity, product communication, e-commerce, and internal enablement
- Led an in-house design and marketing team and managed cross-functional projects with international stakeholders and external agencies
- Managed a 7-figure annual marketing budget with a strong focus on efficiency, consistency, and brand alignment
- Led the global rebranding and redesign of the corporate identity
- Oversaw relaunch of the e-commerce platform with over 25,000 products
- Planned and executed more than 10 international exhibitions and events per year
- Developed and led internal training programs to improve presentation, communication, and sales enablement skills for employees and executives

### CONTACT

Phone: +49 1629260138

Location: Aachen

Email: [kekolvenbach@gmail.com](mailto:kekolvenbach@gmail.com)

Website: [www.kerstinkolvenbach.com](http://www.kerstinkolvenbach.com)

LinkedIn: [www.linkedin.com/in/kerstinko](http://www.linkedin.com/in/kerstinko)

### SKILLS

#### > CORE COMPETENCIES

- Product Marketing & Go-To-Market Strategy
- Product Launch Planning & Execution
- Stakeholder & Cross-Functional Collaboration
- Brand Positioning & Value Proposition
- Competitive & Market Analysis
- Budget Planning & Management

#### > MARKETING & DIGITAL

- Campaign Management
- Content Marketing
- Event & Field Marketing
- SEO/SEA/GEO & Paid Social
- CRM & Marketing Automation
- Data Analysis, KPI Tracking & Reporting

#### > TOOLS

- Hubspot
- Google Ads & Analytics
- LinkedIn Paid
- Adobe Creative Cloud, Figma Canva
- Jira, Confluence, Miro
- Microsoft Office

### LANGUAGE

German native

English fluent

Spanish basic

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### Communication Designer | 2013-2015

Grindaix GmbH | Aachen, Germany

I was responsible for creating marketing visuals and print media, managing events and exhibitions, and developing the corporate design for the new business unit partfactory.

- Communication & corporate design
- Web design
- National exhibitions

## CERTIFICATIONS AND COURSES

### Content Marketing Course | 2024

Hubspot Academy

### Google Digital Marketing & E-commerce Professional Certificate | 2023

Google Inc.

A six-month training course with a focus on online and digital marketing

### Google UX Design Professional Certificate | 2022

Google Inc.

A six-month professional development training course in UX design

### Design Thinking Course | 2022

University of Sidney

### Shopware Seminar | 2018

Shopware AG

### Project Management | 2018

Haufe Academy

## EDUCATION

### Master of Arts in Design Projects | 2013-2014

Hochschule Niederrhein, Germany

Focus: Exhibition booth design, interior design & marketing

### Bachelor of Arts in Interior Design | 2009-2012

Hochschule Ostwestfalen-Lippe, Germany

Focus: Interior design & furniture design

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**Phone:** +49 1629260 138

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**Email:** [kekolvenbach@gmail.com](mailto:kekolvenbach@gmail.com)

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