

Barbara Dreher

Brand, Marketing Communications & Advertising Expert
Mobile: +49 151 14248979 | Email: barbaradreher@web.de | www.barbaradreher.de

PROFILE

Marketing Communications Expert with a long-term experience in **management** in various international industries. Extensive **national** and **international B2B** and **B2C** expertise in market research, **trade marketing**, **brand** and **product marketing communications** and **brand management**. Achievements include the creation of a large number of **integrated campaigns** for **multi-channel business** with an increasing focus on **online and mobile marketing**. Experienced in managing **high advertising budgets**. Experienced in managing teams with more than **40 employees**. **Communicative Executive** with strong **integrity** towards employees and company.

KEY STRENGTHS AND SKILLS

- Thorough experience in marketing communications, advertising and brand management.
- A hands-on manager with good communication, collaboration and facilitation skills.
- Strong project management skills.
- Experienced in leading teams with more than 40 employees
- Ability to work in cross functional and international environment
- Ability to understand and implement strategies, concepts and tools
- Ability to quickly grasp and adapt to different marketing functions
- Self-disciplined and ability to work independently, under stress as well as uncertainty
- High level of assertiveness
- Analytical, organizational and conceptual skills
- Result and target oriented
- Dynamic, energetic and proactive
- Ability to adapt to new cultures and environments

Education & Training

1985	(US High School Diploma), Walram school, Menden, Germany
1985-1987	Trained as Industrial Clerk , Friedrich Grohe GmbH & Co. KG., Hemer, Germany
1988-1990	Studies as Marketing Communications & Advertising Specialist, CCI while employment at West German Academy for Communication , Cologne, Germany
2016	Project Manager, CCI Cologne (GPM standard)
2020	Data Protection Officer (TÜV)

Further Training

2006	Development of a PoS media plan tool for advertising presentation at PoS in retail organizations (Patent application in September 2006, copyright since 2008)
2007	O.I.S.E. School, Boston, USA, English Tutorial
2008	Member of Marketing Club, Cologne, Germany
2011	Succeed in Online Marketing and social media

Languages:

German, mother tongue | English, Fluent | French, good understanding

IT skills:

Microsoft Office applications | Microsoft Project | SAP/R3 and MM | Adobe Professional
Adobe Photoshop | Adobe Flash | MacOSX | TYPO3 | Google adwords | Google analytics | Word Press



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Work experience:

Channel Management for Deutsche Telekom Partner Enreach GmbH

2019-to Date

Enreach GmbH, www.enreach.com, Bochum, Germany, IT/Telecom Software Company

Responsibility: Channel Marketing B2B Sales Channel

- Steered and managed the Channel Marketing of Enreach as a partner of Deutsche Telekom Business Channel
- Expanded, developed and orchestrated G2M models for Enreach and their Unified Communication and Collaboration tools
- Improved existing marketing plans especially in online and social media channels
- Optimized the company's online marketing activities, in particular sale communication and B2B campaigns
- Organized several B2B events, like the Digital X or Partner Day

Project and interims manager for marketing communications

2013-to 2020

- Interim manager in leading positions with focus on marketing communications and advertising departments
- Independent project management for advertising agencies and management consultancies
- Emphasizing on marketing communication-related concepts, strategies and activities
- Preparation of concept and strategy papers for advertising agencies and customer acquisition
- Drafting and developing marketing communication plans (annual master plans) and linking these with relevant budgets
- Performance management (SEM, SEO, Affiliate, Conversion Optimization and Web analyses via Google Analytics), CRM (BigData approach), PR, Sponsorship and cooperation

Projects: Determining integrated campaign contents: POS media | classic media (radio ad, print) | out of home media | digital | online media

Exemplary Interim Work:

Fleet Management

2018-2019

Berner Trading Holding GmbH, Cologne, Germany | Tool & Construction Industry

- Planned and implemented an international fleet management program in steps:
Customer Survey, Financial conditions, product services, tracking innovations and possibilities, KPIs and ROI, evaluations, blueprint business case

Head of Marketing

2017-2018

Home Instead GmbH & Co. KG, www.homeinstead.de, Cologne, Germany, Senior Care Company

Responsibility: National Advertising Budget of Franchise Partners | Management of 1 employee

- Steered and managed the Marketing Department
- Expanded, developed and orchestrated various (ATL/BTL) integrated advertising campaigns for relevant Channels, target groups and stakeholder including print ad, pr and digital /online media
- Redesigned the company's homepage and developed the online marketing activities, in particular the sitemap
- Adapt the US brand and CD styleguide for the German use



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Head of Marketing

2011-2013

BARMER GEK, www.barmer.de, Wuppertal, Germany, Statutory health insurance company

Responsibility: Budget in double-digit million-euro range p.a. | Management of 42 employees (4 teams)

- Reorganized and managed of the marketing division, covering the areas marketing strategy, branch services, events, online, employer communication
- Designed and developed marketing communication campaigns for B2C and B2B, as well as internal marketing communication in accordance with corporate goals
- Improved existing marketing plans and optimized the company's online marketing activities, in particular homepage sitemap and navigation, as well as the advanced Facebook approach and newsletter campaigns
- Expanded, developed and orchestrated various (ATL/BTL) integrated advertising campaigns for relevant channels including TV, radio commercials, print ad, POS and digital /online media
- Redesigned and developed brand design and corporate identity

Results: Exceeded agreed targets | Won various brand awards | Devised strategic plan for a company-wide media portal 3.0 | Voted winner of best health insurance for families award by *Focus* magazine, November 2011

Director of Marketing

2008-2010

DKV Euro Service GmbH, www.dkv-euroservice.com, Ratingen, Germany, Transport/logistics provider

Head of Sales Communication

2004-2007

Deutsche Telekom AG, T-Punkt Vertriebs GmbH, www.telekom.de, Bonn, Germany, IT/Telecommunications

Head of POS Communication and Sales Support

2003-2004

Deutsche Telekom AG, T-Com, Bonn, Germany, IT/Telecommunication

Head of Sales Promotion and Electronic Media

2002-2003

Deutsche Telekom AG, T-Com, Bonn, Germany, IT/Telecommunication

Product Manager Communications

2001-2001

Sony Deutschland GmbH, www.sony.de, Cologne, Germany, Consumer Electronics

Manager Promotion & Events

2001-2001

L'Oréal Paris GmbH & Co. KG, www.loreal.de, Düsseldorf, Germany, Beauty & Care

Product Manager Communications

1993-2000

Sony Deutschland GmbH, www.sony.de, Cologne, Germany, Consumer Electronics

Trade Marketing Consultant

1993-1993

SONY Deutschland GmbH, Cologne, Germany, Consumer Electronics

Central Advertising Media Procurement Consultant

1991-1993

SONY Deutschland GmbH, Cologne, Germany, Consumer Electronics

Central Marketing Communications Consultant

1990-1991

SONY Deutschland GmbH, Cologne, Germany, Consumer Electronics

Market Research Consultant

1988-1990

SONY Deutschland GmbH, Cologne, Germany, Consumer Electronics

Central Sales Promotions Consultant

1987-1988

Friedrich Grohe Armaturenfabrik GmbH & Co. KG, www.grohe.de, Hemer, Germany, Sanitary Goods

