



# CHRISTOPH EISNER

## DIGITAL COMMUNICATION

Combining design, marketing and project management for over eighth years.

I have often stepped out of my professional comfort zone to become a versatile designer with the skills and understanding to make holistic decisions in an increasingly complex environment.

## EDUCATION

### B.A. COMMUNICATION DESIGN

HfG Schwäbisch Gmünd  
2012 - 2015

### COMMERCIAL COLLEGE

Komprecht Engel Privatschule  
2010 - 2011

### RETAIL SALESMAN

Foto/Video Becker  
2006 - 2008

## EXPERTISE

- Project management
- Content Strategy
- Marketing Strategy
- User Experience
- Strategic content creation
- Data analysis
- Web technology

## LEARNING

- LLM/AI
- Business Strategie
- Customer acquisitie
- PR-Trends
- Community Building

## EXPERIENCE

### WEB/MEDIA DESIGNER AND MARKETING MANAGER

Self-employed

01.2019 - today

I offer a full digital service.

- Content Strategy
- Art Direction
- Brand and marketing strategy consultancy
- Media/Web design and development
- Creative advertising conception

### SENIOR CONSULTANT

Q\_PERIOR

11.2022 - 12.2023

Senior consultant in an IT and management consultancy.

- Customer Journey Management
- Customer Experience Analytics
- Business Strategy
- Multichannel Marketing
- User Experience
- Stakeholder Management and Project process reporting

### CREATIVE PROJECT MANAGER

SNK Digital-Agency

08.2021 - 10.2022

I have worked on several complex projects with demanding clients.

- Project Management
- Team Coordination (Creative, Strategic and technical)
- Consulting (Marketing, Strategy & technical Solutions)
- Client and Stakeholder Management
- Organizing teams and tasks to improve project performance

## CERTIFICATIONS

### PROJECT MANAGEMENT

Google  
Nov. 2021

### SCRUM MASTER

Scrum.org  
April 2023

## LANGUAGES

German - Mother tongue  
English - Business fluent  
Spanish - Beginner

## EXTRACURRICULARS

### TOASTMASTER

Member  
2018 - 2019

### MATCHMAKERS

Marketing Advisor  
2018

### VOLUNTEER

Volunteer in Japan/Israel  
2015 - 2016

## CONTACT

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Website: [design-driven-chris.de](http://design-driven-chris.de)

## EXPERIENCE

### MEDIA PLANNER

OMD Germany  
10.2018 - 12.2018

Planning and accompanying large media campaigns.

- Media planning
- Reporting
- Paid Media Management
- Negotiation

### FREELANCE DESIGNER

Self-employed

10.2017 - 05.2018

Project based design freelancer.

- Media Design
- Web Design
- Social Media Design
- Front-end development
- Consulting

### DESIGNER FOR UX/UI AND BRANDING

Sanmigual - Digital & Brand Agency

07.2016 - 10.2017

Branding and Strategy with design thinking and UX.

- Screen-Design
- Experience-Design
- Project Management
- Front-end Development
- Workshops for strategy and branding
- Design thinking workshops (Using design methodologies to create products that really work)

### WEB AND CONTENT DESIGNER - INTERNSHIP

61DesignStreet, LLP

03.2015 - 08.2015

I did a six-month design internship in India.

- Front-end development
- Web design
- Video Production
- Logo Design