ALICE KAUFMANN

Head of Marketing | Senior Marketing Manager | Social Media & Communications Manager | Integrated Marketing

Fort Lauderdale, FL | Open to relocation to Lancaster, PA | +1 (954) 697-1156 | info@alice-kaufmann.de | linkedin.com/in/alicekaufmann | www.alice-kaufmann.de | Authorized to work in the United States

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PROFILE

Marketing professional with nearly 20 years of experience on both sides of the agency relationship. Spent about five years in agency roles managing client accounts, translating client requests into briefs for creative and production teams, and delivering websites, microsites, campaigns and sales materials on time and within budget. Then spent seven years on the client side, leading marketing for a German utility and managing its agencies, including a full website relaunch. Knows what clients need to hear, and what agency teams need to deliver it.

CORE SKILLS

Positioning & Messaging | Value Propositions | Go-to-Market & Launch Planning | Creative & Development Briefing | Integrated Campaigns (Web, Social, Paid Social, Print, Video, Events) | Website Development | Digital Marketing Fundamentals | PR & Press Releases | Project Management | Team Leadership | Social Media, Meta Ads & E-Commerce

PROFESSIONAL EXPERIENCE

Independent Marketing Consultant

Self-Employed | Germany | Nov 2024 – Apr 2026

- Managed client engagements for small businesses, including event company Vedder Premiumevent and catering service Lutterbeck Buffetservice, delivering company analyses, social media concepts and marketing strategies.
- Supported a U.S. product business with brand identity, website planning and Shopify store setup.

Head of Marketing & Public Relations

Stadtwerke Warendorf GmbH | Warendorf, Germany | Aug 2017 – Sep 2024

Municipal utility and infrastructure operator running electricity, gas and water distribution networks, with an affiliated energy supply business.

- Managed agencies, designers, developers, printers and media partners against a budget of about €300,000.
- Led a complete brand relaunch and website redevelopment, coordinating agency work, executive approvals and rollout.
- Planned and ran integrated campaigns across web, social, print, outdoor, radio, cinema and events; led a team of two.

Marketing Consultant

WEG 3 GmbH (agency) | Münster, Germany | May 2015 – Jul 2017

WEG3 is a German advertising agency focused on business development and brand building, launch and relaunch strategies, and online and offline marketing and communications.

- Managed B2B and B2C client accounts, including SAERTEX, SERCOO Group, apetito and Costa Seafood.
- Translated client requirements into briefs and delegated work to creative teams, developers and production partners.
- Delivered websites, microsites, campaigns, sales materials, video content and trade-show communication on schedule and within scope.

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Marketing & Sales Consultant

MMK Marketing Medien Kommunikation GmbH (agency) | Germany | Nov 2011 – Nov 2013

MMK (now Red Shark Advertising) is a German full-service advertising and communications agency specializing in fashion, food and retail

- Managed client relationships and brand projects across retail, fashion, food and consumer goods; coordinated suppliers, approvals and schedules for international photo productions.

Account Executive

JACQUES D. GmbH | Germany | Aug 2008 – Oct 2010

JACQUES D. is a German full-service advertising agency specializing in B2B-clients.

- Managed client accounts and built and led a project team.
- Coordinated account communications involving RHEINZINK subsidiaries; built direct sourcing processes for two client projects with suppliers in China, covering price negotiation, contracts, letter-of-credit coordination and on-site quality assurance, and cut procurement costs by more than 50%.

ADDITIONAL EXPERIENCE

- Client Advisor / Sales | Employour GmbH | 2014
- Team Leader, Customer Service | Hertener Kinobetriebs GmbH | 2010 – 2011

CERTIFICATIONS & EDUCATION

- Certificate in AMA PCM Marketing Management – American Marketing Association *(in progress)*
- Project Management (TÜV) | Project & Process Management (LVQ)
- Professional Qualification in Marketing Communications – German Chamber of Commerce and Industry (IHK), 2008 – 2010, including agency practice

TOOLS & LANGUAGES

WordPress | TYPO3 | Adobe Creative Suite (incl. InDesign) | Canva | Google Analytics | HubSpot | Meta Business Manager | Asana | Microsoft Office — English (professional), German (native)