



Contact me

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Torsten Enders

Core competencies

- » 18+ years of experience in marketing and strategic communication
- » Secure customer guidance with personality
- » Long-standing budget and personnel responsibility
- » Comprehensive know-how on digital topics, online marketing, social media, SEO
- » Experienced in classic and live communication

Professional focus

- » Account Direction Digital & Social Media
- » Business development
- » Strategic & Conceptual Consulting
- » Digital transformation
- » B2B communication

I am

Analytical, inspiring, resilient, of strong character, dynamic, excellent, focused, patient, highly motivated, innovative, experienced, constructive, solution-oriented, courageous, curious, organized, professional, quality-conscious, calm, structured, storm-proof, team-minded, fearless, trustworthy, strong-willed, goal-oriented.

I like

Dynamic companies, agile methods, clear commitments, good UX, ability to learn, high motivation to perform, methodical competence, courage, innovation, precision, leadership, openmindedness, brands, getting to the bottom of things, complexity reduction, process development and always first and foremost: my clients.

I do not like

Braggers, work to rule, bad UX, silos, brakes on innovation, having no internet, waste of resources.

References



Career history

- 11/2018 – today **Director Client Relations & Key Client Management (Freelance Consultant)**
torstenenders.com
Interims Client Lead, Key Client- / Key Account-Management, Client Relationship-Building, Strategic Client Consulting & Development, Digital Strategy
- 07/2016 – 11/2018 **Client Service Director, Client Lead Telekom**
Saatchi & Saatchi pro, Berlin
Key Account Management, Strategic Client Consulting, Business Development, B2B Marketing Communications, Online Marketing, Content Marketing, Portal and Website Development, App Development, Live Communications
- 06/2015 - 07/2016 **Account Director Social Media**
UDG United Digital Group
Key Account Management, Strategic Client Consulting, Business Development, Social Media & Content Marketing, Online Marketing
- 12/2011 – 09/2015 **Consultant Digital Strategy & Online Marketing (Freelance Consultant)**
torstenenders.com
Client Consulting, Digital Strategy, Business Development, Digital Concept, Social Media & Content Marketing, Online Marketing, Workshops, Pitch Support
- 03/2015 – 04/2015 **Lecturer for Social Media Marketing „Online Marketing Manager IHK“**
IHK Potsdam
Social Media & Content Marketing, Email & Newsletter Marketing
- 10/2012 – 04/2015 **Head of Digital Strategy**
CCDM GmbH
Business Development, Strategic Client Consulting, Account & Project Management, Social Media & Online Marketing, SEO / SEA
- 09/2011 – 11/2011 **Head of Marketing**
HR New Media GmbH
Online Marketing Strategy, Internationalization Strategy, Digital & Social Media Strategy, B2B Marketing Communication, Media & Sales Cooperations
- 06/2010 – 09/2011 **Head of Marketing & Public Relations**
Cognita AG / blureport Online media monitoring
Business Development, B2B Marketing Communication, Digital, Social Media & Content Strategy, Online Marketing, Website Relaunch, B2B Cooperations
- 07/2007 – 05/2010 **Consultant Online Marketing & Corporate Media (Freelance Consultant)**
Online Marketing & Social Media Consultant, Corporate Communications
- 01/2004 – 06/2007 **Head of Marketing, Public Relations & Content Management**
Tele Columbus West GmbH
Corporate Communications, Process Design, B2B / B2C Product Marketing, Media Planning, Merger Communication, License Management, Event Management
- 01/2000 – 01/2004 **Head of Marketing & Customer Service „Neue Dienste“**
Concepta Kommunikationstechnik GmbH
B2B / B2C Product Marketing, Corporate Content Development & Editing, Media Planning, Event Management, Process Design, Process Design, CRM UI/UX Design
- 04/1996 – 09/2003 **University studies: Film and TV studies, Social Psychology, Philosophy**
Ruhr-Universität Bochum

Accounts & Projects

Telekom AG	Go2Market-concept "Inflight Connectivity"
T-Systems International GmbH	T-Systems Corporate Website – UX-concept for relaunch Telekom Security Cyber Defence & Security Operations Center – overall project Telekom Security webportal – concept & design for a multilingual webportal for the entire security portfolio from end customer to enterprise Telekom CloudConnect exhibit CeBIT 2017 – interactive exhibit & iOS App
Telekom Geschäftskunden	CeBIT Guide 2017 – Concept, Design & Realisation as an iPad App Digitale Extensions CeBIT 2017 – concept, design & realization of an interactive multi-display presentation Content-Portal digitaler-mittelstand.de – Content- & SEO-concept, Relaunch Content Hub – Marketing-Content- & Asset-Management-Tool Digitales Vertriebshandbuch – concept for an interactive, user group-sensitive portfolio, catalogue and demo tool as a WebApp
Telekom Privatkunden	Relaunch smarthome.de – Content-concept & design
Telefónica O ₂	Social Media Strategy for O ₂ and Blau O ₂ Content Strategy
AUDI AG	Audi Social Strategy & Social Media Guidelines Trade
Pernod Ricard Deutschland	Social Media Account Lead Havana Club, Malibu Rum, Jameson Whiskey
GASAG Berliner Gaswerke AG	GASAG Social Media Strategy (Facebook)
HR New Media GmbH	Internationalization strategy for 1000jobboersen.de
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Pitch Lead	Decathlon, Social Media (UDG) LG Electronics, Social Media (UDG) 1&1 Internet AG, communication strategy (UDG)
Pitch Lead Strategy	Telekom AG, corporate website (C3 Creative Code and Content)
Pitch Concept	Hermes Transport Logistics, corporate website (Kircher Burkhardt) Ziegert Immobilien, corporate website (Kircher Burkhardt)
Lead Digital Concept	Adam Opel AG, campaign #umparkenimkopf (Trommsdorff + Drüner)
Social Media/Content Strategy	Vueling, Wyndham Hotels, Zuegg, qwant.com, Gallo Vines, publiclink GmbH, Piabo PR, Netfox AG etc.
Website Relaunches	Netfox AG, Bundesverband Wärmepumpe, Christoph Miethke GmbH, HUCH Behälterbau GmbH, Studio Babelsberg AG, Patiodoc AG, blureport.net etc.
Corporate Communications	Tele Columbus West GmbH, Baugenossenschaft IDEAL eG

About me

Developing tailor-made solutions for my clients with my team and reaching the next level - that's what inspires and drives me every day.

Communication in the field of complex technologies and products, especially in the B2B context, is a common thread in my professional career. Digital projects and the digitization of communication and business processes as well as the sales impact through contemporary digital-first approaches with excellent user experience at all touchpoints and implicit brand management are at the center of my work.

"Build - Measure - Learn" is my mantra.

As Client Service Director, I see myself as a guide and professional partner for my clients. On the basis of a precise analysis, I develop a vision together with them and the team, develop the appropriate strategies, define the milestones and, with my many years of management and negotiation experience, ensure project security, target achievement and profitability.

Creativity, a high level of client orientation and a wide range of specialist knowledge are just as important to me as my proven experience in consulting (difficult clients included). Quickly establishing the trust required for effective cooperation and building a solid client relationship is the basis of my work.

My working methods are characterized by precision, structured action and willingness to innovate. Even with complex projects, I keep an overview at all times and always remain calm, focused and goal-oriented, even in critical situations and under very heavy workloads. In addition, I have a broad knowledge in the development of work and service processes, which I use to design and optimize effective processes.

I live an extraordinary level of commitment to my clients and the company, so I also expect the team to have a strong motivation. An open working atmosphere and a team spirit are very important to me. For this I use my knowledge and methodology and strengthen the team as well as the individual in developing and growing. In case of problems, I am the first point of contact, look at the project at the meta level and identify the need for improvement, which I appeal to and encourage the joint implementation.

My goal in all projects is to deliver the optimal results for the clients' as well as the company goals in the given timeframe and budget and thus to create a long-term, binding and profitable client relationship.

Berlin, December 2018



Torsten Enders