

# OLE GITZBRECHT

ONLINE MARKETING /  
SEARCH ENGINE OPTIMIZATION

 Website  
gitzbrecht.de/en

 Mobil  
+49 151 54675616

 Email  
ole@gitzbrecht.de

## + BUSINESS EXPERIENCE

- since 09/2016 **Second Elements**  
Account Manager (SEO)  
Developing SEO strategies for a variety of clients, link audits, technical SEO analyses, content management, SEO reporting
- 03/2016-08/2016 **CarRentals.com (an Expedia, Inc company)**  
SEO Analyst [Specialist] (6 months)  
Website analyses based on SEO criteria, technical SEO optimization, content analyses, keyword research
- 2014-2016 **CarRentals.com (an Expedia, Inc company)**  
Junior SEO Manager (1 year, 7 months)  
Search Engine Optimization, independent planning and execution of SEO campaigns
- 2013-2014 **Goodgame Studios**  
Intern Online Marketing (5 months)  
Creating and optimizing SEA desktop & mobile campaigns, reportings and analyses
- 2011 **Solegro GmbH**  
Intern Online Marketing (6 months)  
Creation and optimization of the offpage linkprofile, onpage content optimization

## + STUDIES & SCHOOL EXPERIENCE

- 2014 **B.A. - Business Management**  
Marketing, Branding and Media  
EMBA Hamburg

## + PROFESSIONAL TRAINING

- 2011 **Business Administrator of Tourism**  
Berufsbildende Schulen Esens
- 2008 **Business Assistant of IT Economics**  
Berufsbildende Schulen Papenburg

## + PROFESSIONAL SKILLS

SEO	●●●●●●●●
SEA	●●●●●●●●
Affiliate Marketing	●●●●●●●●
Social Media Marketing	●●●●●●●●
Projectmanagement	●●●●●●●●
E-Commerce	●●●●●●●●
Analyses & Reporting	●●●●●●●●
Google Analytics	●●●●●●●●
Photoshop	●●●●●●●●
Premiere / After Effects	●●●●●●●●
CSS/HTML	●●●●●●●●
Wordpress	●●●●●●●●
MS Office	●●●●●●●●
Windows	●●●●●●●●
Mac OS	●●●●●●●●

## + PERSONAL SKILLS

Self-discipline	●●●●●●●●
Empathy	●●●●●●●●
Communication	●●●●●●●●
Taking criticism	●●●●●●●●
Motivation	●●●●●●●●
Dealing with conflicts	●●●●●●●●
Adaptability	●●●●●●●●

## + CERTIFICATES

 **Quality Trainer**  
ServiceQualität Deutschland

 **Quality Coach**  
ServiceQualität Deutschland