

CV



Personal Data

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Date and place of birth: September 19, 1969, Tehran
Nationality: German
Marital status: single, 2 children

Professional Background

05/2024 – present Publicis Media / Starcom

Account Supervisor

- Strategic Planning for major Clients based on Briefings and Know-how - Control of Media Budgets | Preparation of Reviews and Presentations
- Consulting in Digital Marketing (in the Performance and Retail Media sector)
- Technical Leadership of the consulting and planning Team.
- Collaboration on New Business Projects
- Development and Implementation of digital Workshops for further Customer Loyalty

Motivation for Change: Deviation from Requirements and Agreements

07/2022 – 04/2024 Dentsu International / Carat

Senior Digital Partner (Team Lead)

- Leading my Team and being responsible for the Management, Coordination and Control of all work Processes – in Planning and Consulting
- In-house Consulting and Key Account Consulting regarding Retail Media and Programmatic Advertising
- Leading and Participating in customer Workshops
- Project Management for topics such as Data Warehouse, Dashboard and Data Visualization

03/2022 – 06/2022 Data Zulu GmbH

Senior Activation Manager Programmatic

- Conception and Implementation of targeted Programmatic Campaigns for well-known national and international Clients
- Manage, monitor, and optimize Campaigns according to KPI Targets via Programmatic Platforms such as Active Agent, Hawk, including programmatic ATV, Online Audio and CTV. In addition, self-service Platforms such as Verizon and the Addition Adserver.
- Technical interface - Analysis and Interpretation of Data and Derivation of concrete Recommendations for current and future Campaigns

Motivation to Change: small Opportunity to influence strategically

12/2019 – 02/2022 Mediaplan Digital GmbH

Team Leader Ad Management and Technology

- Technical and disciplinary Leadership of the Ad Management Team
- Responsibility for Key Accounts, including those from the pharmaceutical Sector, in Performance Marketing (RTA) and E-commerce Advertising
- Technical advice regarding the Needs and Goals of Customers, as well as their further Development (strategic/operational), as well as Contact Persons for Topics such as Internet Technologies and Advertising Opportunities, Analyses and Measurability

09/2018 – 06/2019 Ameo GmbH

E-Commerce Ad Manager/Analyst

- Amazon AMS, SEA (PPC), Vendor and Seller Management, Strategic Planning,
- Project management, A/B Testing, Data Targeting, Brand + Performance campaigns
- Amazon Display: DSP Consulting, as well as Sales and Operations Management
- Planning and implementing Workshops

02/2018 – 07/2018 Qbe Medienhaus GmbH

Senior Account Manager E-Commerce and Advertising

- Amazon Advertising - AMS, AAP, AMG and Strategy Development
- Amazon SEO SEA- PPC / Store Building
- Analyses linked to Optimization Processes, as well as Vendor and Seller Central Management

Motivation for Change: Business Closure

08/2015 – 12/2017 Freelancer

Work as a Consultant

- Consulting and Conception in the areas of AdServing and RTA/Programmatic
- Revenue Optimization & Project Management

03/2013 – 03/2015 Yieldlab AG

Senior Technical Account Manager

- Implementation of Optimization using own SSP Platform, especially with regard to Bidding Strategies, Delivery Logic in Mobile (in-app) Display/Video -Marketing.
- Yield Optimization, Development of Direct Deals and PMPs
- Technical Problem Solving and Escalation Management
- Support Product Management to optimize the Self-Service Interface.
- Key Account Management, as well as Demand Side Management and their Coordination

Motivation to Change: Transition to Freelancer

03/2012 – 02/2013 RevenueMax AG

Senior Yield Manager

- Planning and Implementation of Yield Optimization Concepts – Account Management
- Optimization of Online Cooperations based on common KPIs using various Ad Server Systems
- Error Analysis and Creation of reports and Advertising Campaigns in the Ad Server; Quality Management
- Cross-border Projects, Yahoo RightMedia, Video & Mobile – Marketing

Motivation for Change: Business Closure

02/2011 - 02/2012 HI-Media Deutschland AG

Senior AD Operator

- Booking, Monitoring and Evaluation of Online Advertising Campaigns
- Campaign Optimization, qualitative and quantitative Campaign Management
- Development of Campaign Analyses and Guidelines, Campaign Reports
- Project Implementation with APPNEXUS in subject of Performance Marketing

Motivation for Change: regional Relocation of the Technical Department

04/2010 – 01/2011 Parental leave

Work as a Family Manager

- Childcare

07/2008 - 03/ 2010 Microsoft Deutschland GMBH

Technical Account Manager

- Support and use of Ad Server Technology
- Project-, Escalation-Management and Relationship Management
- Account Management at International Level, Consulting (Best Practice)
- Preparation of Product Expertise, Implementation of Training Courses

01/2007 - 05/2008 Netzwerkreklame GMBH

Account Manager

- Customer Support, Campaign Planning and Management (SEM, SEO, Display Marketing, Cooperations, Affiliate-Marketing, Email-Marketing)
- Campaign Optimization and Reporting, Acquisition Activities
- AdServing.

10/2004 - 12/2006 Learn More

Work as a Consultant and Trainer

- Development of Network Architectures for Companies in other European Countries
- Solution-oriented Project Management and Concept Development in the IT -Security Sector; Besides Conducting Training Courses (MS Office, Internet and Windows)

10/2000 - 08/2004 Clearswift GmbH

Pre- and Post-Sales Manager

- Advising Customers on possible Implementation in existing Security Environments
- Quality Management and Development of Test Environments
- Support the Product Management and Sales Team

10/1996 - 05/2000 DSS Keuer & Gerlach GmbH (working student)

IT Helpdesk and as a Consultant

- Office Products and MS Exchange
- System Administration and Backup Solutions at Server Level

Higher Education

09/1992 - 05/2000 University of Hamburg - Department: Business Administration
Focus: BDV - Business Administration Data Processing; Degree as a Business Graduate.

Vocational Training

02/1990 - 01/1992 Vocational Training (foreign Trade Clerk) at Schweizerhall GMBH as a Merchant in Wholesale and Foreign Trade

08/1989 - 02/1990 Vocational Training at the Vocational School for Commercial Assistance to become a "DV-Kaufmann"

School Education

08/1989 - 02/1990 Vocational School for Commercial Assistants, University of Applied Sciences Entrance Qualification

02/1980 - 02/1989 Bondenwald High School
General University Entrance Qualification

Continuing Education

03/1995 - 04/1995 Preparation of profitability Forecasts
01/2003 - 02/2003 IT Security-Consultant

Foreign Languages

English: fluent in spoken and written
Spanish: solid basic knowledge
Russian: Basic knowledge
Farsi: 2nd native language, besides German

IT/Online Marketing Skills

- Windows 11 & MS Office Ultimate
- HTML & JavaScript
- Various ADServer Systems
- AdExchanges, TradingDesks, SSPs, DSPs, DMPs, RTA
- Online Analysis Tools and Performance Marketing (including Affiliate, Native ADs, LinkedIn)
- Data Targeting and Segmentation as well as Data Visualization
- Retail Marketing Management

Hamburg, April 2025