

+49(0)1525 376 5355

me@poppyblautzik.com

Lindauhöhe 15  
Essen 45259 - DE

UK citizen  
with German residency



# POPPY BLAUTZIK

HEAD OF MARKETING

## MY SKILLS

### Core competencies

- Performance marketing
- Budget management
- Demand generation
- Affiliate marketing
- Growth hacking
- Strategy design
- SEO/SEM
- Graphic design
- Public relations
- ABM strategies
- Funnel analytics
- Brand development
- Brand management
- Copywriting/Editing
- Life cycle marketing
- Conversion optimisation

### Personal.

Leadership  
Team building  
Analytics  
Creativity

### Language.

English ★★★★★  
German ★★★★★

## PROFILE INFO

Hugely experienced marketing lead specialised in growing brands from the floor up. Facilitator and builder of world class marketing teams, with speciality in both start-up and scaled growth stages. With a proven track record for increasing reach, growing revenue, and boosting business visibility.

## WORK EXPERIENCE

### Head of Marketing

re.alto energy / Germany / 2019 to present

Cloud digital solutions for real time connection to energy assets (solar inverters, heat pumps, electric vehicles, meters).

- ▶ Built the brand and corporate identity from scratch.
- ▶ Developed & executed the brand strategy from scratch.
- ▶ Developed and implemented the demand generation strategy.
- ▶ Built the digital marketing direct sale activation roadmap.
- ▶ Planned and executed all web, SEO/SEM, email, social media, and display advertising campaigns.
- ▶ Responsible for the marketing budget.
- ▶ Created pitches for investor relations and capital raising.
- ▶ Developed and executed the go-to-market strategy for the API Marketplace, **growing the product database from 0 to over 600 registered users.**
- ▶ Developed and executed the go-to-market strategy for the product Connect, **acquiring 3 key accounts in the first year**
- ▶ Worked with sales using Account Based Marketing (ABM) marketing principles resulting in the **acquisition of big digital challengers such as Octopus Energy and EON.**
- ▶ Developed and implemented the strategy for brand awareness: Awards, events, hackathon planning and marketing

### Marketing Consultant

Freelance / Global / 2018 - 2019

Successfully grew brand and revenue for a number of start-ups, SMB and enterprise clients, including:

- ▶ www.spi-global.com – Performance marketing strategy & execution
- ▶ www.eastvantage.com – Digital marketing strategy
- ▶ www.alewalsh.com – Web design and social media management
- ▶ www.crumpler.eu – Leading marketing team, e-commerce, product marketing, and performance marketing strategy & execution

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## WORK EXPERIENCE

### Digital Marketing Consultant

Innogy Innovation hub / 2016 - 2018

As a marketing expert in the innovation hub, I:

- ▶ Headed up marketing for Innogy start-up www.shine.eco
- ▶ Successfully went to market and developed and executed the demand generation strategy for Shine's cloud based energy management system.

### Head of Digital Marketing

Ring Central / UK / 2014 - 2016

Cloud based telecommunications.

- ▶ As the first employee in the UK, I spearheaded the initial go-to-market strategy for RingCentral UK. I successfully developed the online strategy for the co.uk website, and managed the website translation and migration task force.

### Head of SEO

Ring Central / The Philippines / 2012 - 2014

- ▶ Headed up the marketing department of 30+ online marketing experts dealing in SEO, SEM for the US and SEA regions. Successfully moved over 400 keywords to top ranks in Google, increasing customer LTV by 20% YoY.

### Marketing Director & Board of Directors

Island Logic inc / The Philippines 2009 - 2012

- ▶ Ran a department of up to 30 marketing specialists and managers.
- ▶ I built the marketing service operations of this BPO (now re-branded to C2C Marketing) from the floor up. Growing the department from 6 to 30+ marketing executives and managers. At the same time as managing the accounts of 25 to 30 clients.

### Head of sales & promotions

Island Logic inc / The Philippines 2007 - 2009

- ▶ Ran a small team of affiliate and promotion marketing experts.
- ▶ Looking after both corporate communications and marketing, plus up to 30 clients, I also managed the affiliate programs for newly acquired IGE.com across three networks.

### Online affiliate & communications manager

Island Logic inc / The Philippines 2005 - 2007

- ▶ I developed, grew, and managed the affiliate programs for the company. I managed the online reputation of the company. I created communication processes to streamline business protocols.

## EDUCATION

Growing up in a very loved but poor family, I could not afford University.

I refused to let this hold me back and started FT work shortly after my A-Levels at the age 18, and quickly rose through the ranks.

I have become a best in class marketing leader through on-the-job training combined with a number of vocational courses.

### Courses and diplomas

- Brand Management diploma
- Digital disruption certificate
- Interior design Diploma
- Customer service soft skills course
- Root cause analysis course
- Google analytics certificate
- Google adwords certificate
- SEO certificate

## Volunteer work

### 2012 – 2015

Scene and sound (theatre audio describing and captioning for the blind and deaf) :  
Marketing consultant

### 2015 – 2017

The Worldwide Tribe (Human rights grassroots charity):  
Marketing consultant

## INTERESTS

- Painting ● Cycling ● Travel
- Tennis ● Motorbiking ● Reading