

PHILIP CICHOROWSKI

MASTER OF ARTS – INTERNATIONAL MARKETING & COMMUNICATION

PERSON

E-Mail
hallo@philip-c.de

Website
<http://www.philip-c.de>

Further personal information on request

EDUCATION

- 09.2015 – 12.2017 **HEILBRONN UNIVERSITY – CAMPUS KÜNZELSAU**
- Master of Arts with distinction
 - Program of study: International Marketing & Communication
- Master's thesis**
"Redesign of the corporate website of the Goldsmiths Markus Engert along with the implementation of an e-commerce solution."
- 03.2011 – 09.2014 **INTERNATIONAL SCHOOL OF MANAGEMENT (ISM) – CAMPUS FRANKFURT AM MAIN**
- Bachelor of Arts
 - Program of study: Marketing & Communications
- Bachelor's thesis**
"Addressing and acquisition of new target groups of a luxury automobile manufacturer by means of multisensory marketing activities using the example of the Porsche Brand Pop Up Store."
- 09.2012 – 01.2013 **UNIVERSITY OF LEICESTER (UNITED KINGDOM)**
Semester abroad as an inherent part of the studies at the ISM
- 09.2000 – 06.2009 **MUNICIPAL SECONDARY SCHOOL: MOZART- UND SCHÖNBORN GYMNASIUM WÜRZBURG**
- University-entrance diploma
 - Advanced courses: physics, sports

WORK EXPERIENCE

- Since 06.2018 **PRODUCT OWNER – PRODUCT MANAGEMENT CRM**
OTTO GmbH & Co. KG, Hamburg (Germany)
- Product Owner of OTTO UP
 - Development of a future-oriented and platform-capable customer loyalty program
- 02.2017 – 12.2017 **MASTER'S DEGREE CANDIDATE**
Goldsmiths Markus Engert, Würzburg (Germany)
- Wrote the master's thesis regarding the studies at the HHN in cooperation with the Goldsmiths Markus Engert
 - Redesign of the website together with an implementation of an e-commerce strategy in order to open up new areas of business
 - Areas of work: Webdesign (UI & UX), online marketing, SEM (SEO & SEA), e-commerce, web analytics
- Referee**
Markus Engert (Owner) | Phone: +49 931 51537 | E-Mail: info@markusengert.de
- 03.2015 – 09.2015 **MARKETING PLANNER – GREENSUPPS**
iTIZZIMO AG, Würzburg (Germany)
- Planned and implemented a marketing and advertising strategy
 - Created and modified graphics for advertisements, websites, print, etc
- Referee**
Reza Etemadian (CEO) | Phone: +49 931 306 9999 70 | E-Mail: reza.etemadian@itizzimo.com
- 02.2014 – 08.2014 **INTERNSHIP – BRANDMANAGEMENT PORSCHE**
AVANTGARDE Gesellschaft für Kommunikation mbH, Munich (Germany)
- Wrote the bachelor's thesis regarding the studies at the ISM in cooperation with AVANTGARDE
 - Provided support for the Porsche Brand Pop Up Store: "The Sound of Porsche"

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- 06.2013 – 09.2013 **INTERNSHIP – BRANDMANAGEMENT PORSCHE CHINA**
AVANTGARDE Consulting Co., Ltd., Shanghai (China)
- Provided support for the Porsche Panamera launch event at the Shanghai Postal Museum
 - Assisted with creating the Chengdu Motor Show 2013 Keynote presentation for the Porsche China Marketing Director
- 06.2012 – 09.2012 **VACATION WORK – MARKETING & COMMUNICATIONS USED CARS**
AUDI AG, Ingolstadt (Germany)
- Provided support for the organization and coordination of the Audi Used Car Week 2012
 - Planned advertising media like radio spots, online advertisements and flyers
- 08.2011 – 09.2011 **INTERNSHIP – MARKETING & COMMUNICATIONS USED CARS**
AUDI AG, Ingolstadt (Germany)
- Assisted with preparing the IAA (International Motor Show) 2011
 - Provided support for the redesign of the Audi used cars website
- 03.2008 **INTERNSHIP WITHIN THE FRAMEWORK OF THE ROTARY CLUB WÜRZBURG**
Buena la Vista AG, Würzburg (Germany)
- Introduction to the advertising industry with insight in the practical skills of a communications designer
- Since 07.2007 **EXECUTIVE ASSISTANT**
Goldsmith Markus Engert, Würzburg (Germany)
- Planned and executed marketing and e-commerce activities as well as events
 - Supervised the business website, e-commerce systems, project management tools and general IT systems

SELF-EMPLOYMENT | DJ & EVENT MANAGEMENT

- 03.2010 – 02.2016 **SELF-EMPLOYMENT IN TERMS OF A SMALL TRADE (WWW.DJ-PHITCH.DE)**
- 2009 – 2011 **RADIO GONG, WÜRZBURG (GERMANY)**
- 08.2008 – 04.2010 **TWENTY-LANES BOWLING GMBH, MAINFRANKENPARK DETTELBACH (GERMANY)**

QUALIFICATIONS & LEISURE TIME

Languages

- German Mother tongue
- English Business fluent (written and spoken)
TOEFL IBT Score: 111 Points (C1)
- French Good knowledge

Software skills

- Confident use of Mac and PC
- Highly competent in Microsoft Office & Apple iWork
- Consolidated knowledge in Adobes Creative Suite (Photoshop, Illustrator, InDesign, Premiere, Muse etc.)
- Experienced in creating and administrating websites
- Basic knowledge of programming using HTML5, CSS3 and Javascript

Miscellaneous

- Technical capabilities
- Driver's license
- Engagement with new (technical) trends
- Interests: Music, running, golf, motorsports

CONTACT

E-Mail

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Homepage

<http://www.philip-cichorowski.com>

LinkedIn

<http://www.linkedin.com/in/philipcichorowski>

XING

http://www.xing.com/profile/Philip_Cichorowski