



Joshua von Söhnen
26.12.1994, BASED IN COLOGNE, GERMANY

EDUCATION

- Business Informatics** (B. Sc. - 2,4) **2014-19**
University of applied sciences Mönchengladbach
- State Certified Educator** **2014**
Berufskolleg Vera Beckers Krefeld
- Higher Education Entrance** (A-LEVEL - 1,7) **2014**

WORK EXPERIENCE

- 2023** **Founder of „neue wellen“**
organising my own music festivals and concerts in part-time
- 2022** **Head of Marketing @ „cara care“**
hired and lead the marketing team of a fast growing digital health start-up. Responsible for OKR's, budget planning (130k+ ad budget), partner management and campaign planning.
- 2021** **Founder of „hi Kaffee Ehrenfeld“**
marketing, brand positioning and product development in part-time
- 2020-22** **Growth Marketing Manager and Web Lead @ „SoSafe“**
built a performance marketing team for a hyper growth SaaS start-up ready for international expansion; introduced marketing automation (Hubspot), nurturing, scoring & lead funnel processes and full-funnel dashboards; operational and strategic work on the website, hiring processes, datamanagement, MarTech-roadmap, campaign- & budget planning.
- 2017-20** **Founder of „artig Marketing“**
management of creative agency with focus on events, websites, photo and video for sustainable companies especially in the fashion industry (one year working from asia)
- 2017-19** **Project Manager @ „Rechenzentrum Hartmann“**
part-time; projectmanagement, customizing time-management systems
- 2016-17** **IT & Management @ „Renault“**
one year internship, processoptimization and project management of IT-projects
- 2015-20** **Self-employed**
organising monthly own events like festivals, art exhibitions, concerts, partys
- 2015-18** **working student @ „Hochschule Niederrhein“**
organising (start-up) events & eventmarketing
- 2015** **internship @ „Alpha EDV“**
three month internship; systemadministration

SKILLS

Event & Project Management

I approach new projects and events creatively to design and deliver unique and memorable experiences. With a keen eye for detail and a passion for creating experiences, I bring people together. I love to work creatively but also data-driven, keeping an eye on budgets and stakeholder requirements.

Campaign Management

Proficient in developing and implementing strategic marketing campaigns to promote and drive attendance for events and product sales. With a data-driven approach and expertise in targeting the right audience through various marketing channels, I ensure maximum visibility and success for (event) campaigns.

Digital Design

I have expertise in digital design for events, fashion and social media campaigns, combining creativity and technical proficiency to create visually compelling assets that resonate with the target audience. From designing engaging event websites and design Merchandise to crafting captivating social media visuals and advertisements, I leverage my skills to enhance the digital presence and drive engagement for events and campaigns.

VOLUNTEER

2018 **Senator**
university of applied sciences Niederrhein

2014-17 **Elected member of the departmental council**
university of applied sciences niederrhein

2014-19 **Elected chairman and member of the student council**
university of applied sciences niederrhein

2017-19 **ASTA Staff, responsible for Events, Campus Festival, Website and Social Media**

HOBBYS

DJ & making music

I was a weekly resident dj at the club "Frau Manfred" for 3 years and played from time to time in clubs and festivals all over the world.

(work &) Travelling

I spend the most of my winters over the last 10 years working remote in other countries.

Surf & Surfskate

Ski & Snowboard

and of course eating **Pasta**