



Olaf Ebert, MBA

Design . Branding . Marketing

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Nationalität: Deutsch, US-Amerikanisch

Deutschkenntnisse: Muttersprache

Englischkenntnisse: idiomatisch (mündlich und schriftlich)

Professional Experience

Dyehard Fan Supply (Sports Retail/Marketing Merchandiser) Creative Marketing Manager

**HH, Germany/Winston-Salem, NC
Mar 2019 – Today**

- ▶ Develop marketing plans and content strategies with clients, field managers and merchants to drive annual e-commerce sales of ~\$7M
- ▶ Digitally connect with over half a million fans weekly in the college and sporting events industry as their organization's official fan merchandiser and preferred e-commerce web shop.
- ▶ Lead a small team to deliver digital, social, and print marketing assets
- ▶ Activate ~150 marketing and social campaigns (especially email) per month
- ▶ Serve over a dozen well-established clients such as The Phoenix Suns, Auburn University, Arkansas Razorbacks, Rutgers Univ., UConn Huskies, Syracuse Univ., Ole Miss and Columbia Univ.
- ▶ Plan, design and launch omnichannel marketing campaigns resulting in YOY revenue growth for largest clients by an average of 167%; email unsubscribe rates below 0.1%
- ▶ Contribute to over \$1.8M in one-month sales in Dec 2021 via direct, e-mail, social, organic, SEA
- ▶ Boost number of YOY orders by 150% for our two largest clients
- ▶ Build a scalable custom e-commerce platform to double online traffic, boost site speed, grow paid and organic search traffic, and simplify the checkout process

Red Letter Marketing (Marketing Agency) Associate Creative Director

**Greensboro, North Carolina
Jun 2013 – Oct 2018**

- ▶ Engaged customers with custom designs for web applications and print materials that support the vision, business objective, and overall brand integrity of over 30 companies
- ▶ Developed branding campaigns, user interfaces, responsive websites, sales tools, digital presentations, illustrations, creative advertisements, corporate identities, e-mail campaigns, infographics, and digital marketing visuals
- ▶ Lead a small design team in terms of creativity, processes, tools, growth, and relationships
- ▶ Identified, designed, and researched new technologies to create system efficiencies, process improvements, preventative maintenance, and cost-saving measures
- ▶ Presented designs and ideas to executives, account directors, developers, and business owners
- ▶ Interfaced with writers, account executives, sales associates, freelancers, photographers, developers, vendors, and clients to execute and deploy branded materials
- ▶ Built custom as well as template-based responsive websites in *WordPress* and *Elementor*

Your Creative People (Branding Agency) Art Director

**Greenville, South Carolina
Oct 2008 – Apr 2013**

- ▶ Designed, developed and approved brand communication of agency projects, including logos, identity systems, websites, e-mail and print marketing collaterals, presentation materials, event graphics, mobile apps, user interfaces, videos, and identity guidelines
- ▶ Defined, as well as worked within, brand standards to create consistent user experiences
- ▶ Presented concepts and mockups to senior management and business owners
- ▶ Wrote e-mail marketing content, case studies, and web content

Art Director at Your Creative People continued

- ▶ Handled print and production related workflows, vendors, file preparation and estimating
- ▶ Worked with in-house CMS (*Backstage*), to design and populate web pages
- ▶ Trained and art directed junior designers and graphic design interns
- ▶ Created project scopes and project briefs to define deliverables

**Gee Creative (Branding Agency)
Lead Designer**

**Charleston, South Carolina
Oct 2005 – Oct 2008**

- ▶ Generated concepts and created designs for print, web and video materials
- ▶ Supervised press checks and provided technical support for computer infrastructure
- ▶ Directed photoshoots and managed photographers and models

**Crowson Stone Printing (now Indexx Printing)
Prepress Manager**

**Columbia, SC/Kiel, Schleswig-Holstein
Apr 2002 – Sep 2005**

- ▶ Served as lead desktop operator in digital prepress department
- ▶ Integrated Heidelberg's *Prinect* prepress software
- ▶ Collaborated with Heidelberg's R&D team for *Printready* prepress software in Kiel, Germany
- ▶ Supervised prepress department

**PricewaterhouseCoopers (PwC)
IT Communication Analyst**

**Hamburg, Germany
Summer 2001**

**BonPrix (OTTO Group)
Organizational Communication Analyst**

**Hamburg, Germany
Summer 2000**

Freelancer

since 1998

- ▶ Design brand collateral for print, presentations, and web experiences
- ▶ Serve clients in the logistics industry with websites, presentation slide decks, and sales materials
- ▶ Technology consulting and implementation for Apple Macintosh products

Education

**UNC Greensboro, Bryan School of Business and Economics
Masters of Business Administration (MBA) in Marketing**

**Greensboro, North Carolina
Aug 2015 - Dec 2017**

- ▶ 3.8 GPA (top 20%)
- ▶ Business Honor Society *Beta Gamma Sigma*
- ▶ Marketing concentration with courses in brand management, marketing management, marketing research, global business, operations and financial management

Software Proficiencies

- ▶ Adobe CC (especially Photoshop, Illustrator, InDesign, Acrobat)
- ▶ Microsoft Office 365, WordPress, Google Analytics, Mailchimp, Shopify, Big Commerce, Klaviyo, Elementor, Oracle Responsys, Airtable