

SERGE PERRY

Consultant Digital Communications

I am a Consultant for Digital Communications with over eight years of experience in digital projects, focusing on web development and online marketing. I plan, manage, and implement digital projects and performance marketing campaigns, acting as the interface between clients, development, creative teams, and media partners. In addition, I conduct workshops and audits and support digital transformation and modernization projects from concept to implementation for clients in the telecommunications, financial services, e-commerce, and public sector industries.

+4917632241512
sergeperry@hotmail.de
Bänschstr. 73, 10247 Berlin

SKILLS

- Project management & campaign management
- Client communication & presentations
- Creative concepts & marketing strategies
- Data analysis & reporting
- Teamwork & stakeholder management
- Structured and independent working style

IT- & SOFTWARE

- Google Ads, Meta Business Manager, LinkedIn Campaigns
- AI tools, automation and workflow automation (ChatGPT, Midjourney, Perplexity, Make, n8n)
- HubSpot, Salesforce
- Google Analytics, Matomo, Hotjar
- Content Management Systeme (Typo3, Drupal, Wordpress)
- Canva

LANGUAGES

- German – Native
- Russian – Native
- English – Business fluent
- Spanish – Basic knowledge
- French – Basic knowledge

FURTHER EDUCATION

Digital Content Production & Management — 11/2022–04/2023
Business Trends Academy

- Social Media Marketing
- Visual Content Creation and Media Design
- Conversion & Usability Optimization

EDUCATION

M.SC. Business Administration — 10/2014–09/2017
University of Passau
Final grade: 2,0

B.A. International Cultural & Business Studies — 10/2009–09/2014
University of Passau
Final Grade: 1,8

Semester Abroad — 04/2012–09/2012
California State University San Bernardino

High School Diploma (Abitur) — 09/1999–06/2006
Charles-Darwin-Gymnasium Berlin

INTERESTS

- Goldsmithing and creative craftsmanship
- Sports, especially boxing and windsurfing
- Art, culture and travel
- Languages and intercultural exchange

PROFESSIONAL EXPERIENCE

Consultant Digital Communications — 03/2026 – 01/2024
CBE-Digiden AG

- Concept and implementation of digital marketing campaigns
- Management of digital projects (websites, applications, CMS)
- Consulting on digital solutions and modernization projects
- Responsibility for project planning, timelines, quality assurance and budgets
- Presentation of concepts, strategies and project results

Projektmanager Content/Social Media — 06/2023 – 12/2023
Uhura Digital GmbH

- Planning and implementation of content and social media campaigns
- Development of content strategies on topics such as digitalization and innovation
- Organization and execution of events, networking events and communication formats
- Participation in tenders, presentations and project concepts

Media Sales Manager — 08/2021 – 11/2022
Cormes GmbH Berlin

- Management and development of existing key accounts
- New business acquisition and development of the sales pipeline
- Coordination of partners and sales projects
- Development of marketing strategies for digital channels
- Creation of sales, reporting and presentation materials

Key Account Manager — 06/2019 – 07/2021
Leverate Media GmbH

- Project and campaign management for paid search, paid social and affiliate campaigns
- Planning of media plans for digital marketing campaigns
- Management, consulting and development of key accounts
- Reporting and analysis of marketing campaigns
- Interface between clients, marketing, design & technical teams

Key Account Manager — 01/2018 – 05/2019
WEQ Global Tech GmbH

- Management and development of existing key accounts in the app marketing sector
- Reporting, analysis and performance evaluation of app marketing campaigns
- Support of the VP New Media Solutions in strategic, organizational and project-related matters
- Coordination of internal teams and external partners
- Preparation of presentations, reports and analyses