

# CURRICULUM VITAE

## Personal Details

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<b>Name</b>	Ulrich Paul Trusch
<b>Adress</b>	Steinheilstraße 8, 80333 Munich
<b>Telephone</b>	004915158704375
<b>Mail-adress</b>	ulrich.trusch@googlemail.com
<b>Linked.in-profile</b>	linkedin.com/in/trusch

## Personal Profile

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**Dynamic Marketing Professional with advanced skills in management and digital marketing; five years of experience in digital marketing and web design.**

## Education

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<b>Sept. 2017 to June 2019</b>	<b>ISM University of Management and Economics, Vilnius / Lithuania</b> course of studies: International Marketing and Management Qualification: Master in International Marketing
<b>Aug. 2010 to Sept. 2014</b>	<b>Hochschule Furtwangen University</b> course of studies: Online Media Qualification: Bachelor of Science
<b>Sep. 2013 to Feb. 2014</b>	<b>Hanze University of applied Science, Groningen / Netherlands</b> Erasmus semester in the program Information & Innovation

## Experience

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<b>July 2019 to Nov. 2019</b>	<b>CLEVIS Research c/o The Growth Partners – Online Marketing Manager</b> Responsible for all online marketing activities for all four brands of The Growth Partners consulting company. Building up marketing activities from scratch. Responsibilities include social media marketing, search engine optimization, search engine advertisement, webdesign, newsletter marketing etc.
<b>Oct. 2017 to June 2019</b>	<b>Haufe Group – half-time employment</b> Co-responsible for search engine marketing and co-responsible for development-environments at Haufe-brand, consulting in marketing-projects
<b>Oct. 2017 to June 2019</b>	<b>Freelance – Webdesigner</b> Creating an all-new web presence for flight insurance agent
<b>Mai 2016 to July 2017</b>	<b>Haufe Group – Junior Marketing Manager</b> Responsible for search engine marketing and co-responsible for development-environments at Lexware-brand, consulting in marketing-projects
<b>Nov. 2014 to May 2016</b>	<b>Haufe Group – Trainee OnlineMarketing</b> Co-responsible for search engine marketing and co-responsible for conversion optimization and creating landing pages at Lexware-brand
<b>Aug. 2011 to Feb. 2012</b>	<b>adorum Berlin – Internship Social Media Management</b> Creating and posting articles for exchange Stuttgart

## Skills

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<b>Language Skills</b>	<b>German:</b> native <b>English:</b> fluent <b>Lithuanian:</b> novice
<b>Marketing / Software Skills</b>	Microsoft Word/Excel/Power Point Adobe Photoshop/Lightroom Google Ads/Analytics/TagManager; Bing Ads (Google Ads Search Certification) Cleverreach Newsletter computer networking (Cisco CCNA certificate) HTML; Typo3; Webflow; Wordpress

## Activities

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snowboarding, travelling, photography, cycling



PROFESSIONAL CERTIFICATION

PROFESSIONAL SCRUM PRODUCT OWNER I

Ulrich Paul Trusch

*has demonstrated a fundamental level of product ownership, proving an intermediate understanding of the Scrum framework and how to apply it to maximize the value delivered with a product. This individual has also demonstrated an understanding of how to maximize return on investment and optimize the total cost of ownership of products and systems.*

*In recognition of this achievement, Scrum.org is pleased to award this certification.*

  
Ken Schwaber, founder Scrum.org

December 20, 2019  
Certification Date





# Congratulations!

Ulrich Trusch



Completed

## Google Ads Search Certification

on December 11, 2019

Completion ID: 42481890   Expires: December 11, 2020

Google recognizes your mastery of the fundamentals of building and customizing effective Google Search campaigns.



# Certificate of Completion

This certifies that

**Ulrich Trusch**

has successfully completed the course

**„Specialist Conversion Optimization“.**

**Topics covered:**

- Conversion Optimization and its role in Online Marketing
- Preparation for website optimization
- Project planning for Conversion Optimization
- Setting the right goals
- Conversion drivers
- Iterative Optimization
- Objective website analysis
- Concept for A/B Testing
- A/B Testing: technical foundations and technology
- Requirements for successful tests
- Building an optimization team
- Implementing and managing an optimization project
- Web Analytics for Conversion Optimization (by Frank Reese)
- Search Engine Optimization for conversion (by Astrid Staats)

Ludwigshafen, 02.12.2019



## Letter of Recommendation

Mr Ulrich Trusch, born on 04/29/1990, was employed in our enterprise from July 1, 2019 till November 15, 2019 as an Online Marketing Manager.

The Growth Partners was founded in 2018 out of the conviction that entrepreneurial ideas and innovation are the key to solving the biggest challenges facing our society and that business development and the pursuit of growth are becoming increasingly difficult in today's markets. Our mission is to spread our passion for growth and support those who go beyond it for their ideas, innovations and beliefs. We work with investors, entrepreneurs and innovators to stimulate new growth and promote sustainable-business development. As true growth partners, we want to make our customers the winning companies in their markets.

In the position as Online Marketing Manager for The Growth Partners Group, Ulrich Paul Trusch performed internal marketing projects for the brands of Folienhelfer, CLEVIS Research, Telescope Capital und Holistic Works.

Within the scope of his projects, Ulrich Paul Trusch fulfilled the following tasks:

- Responsibility for the entire online marketing of all four brands
- Direct contact for marketing topics of innovation projects for CLEVIS Research GmbH.
- Independent development of the online marketing strategy for all four brands of The Growth Partners group including recommendations for short- to longterm implementations.
- Conception, creation and maintenance of various company websites and landing pages in Wordpress and Webflow (HTML) including content creation.
- Setting up and maintenance of Adwords accounts as well as the development of new sales channels like Google Adsense and Bing Ads.
- Implementation of search engine optimization (SEO) actions to be taken for the four brands
- Conception and implementation of marketing tools for different steps of the customer journey like customer reviews and newsletters.
- Planning, organization and management of external service marketing activities

Mr Trusch has first-class professional knowledge, which he implemented extremely practically with excellent results for our company. Due to his exacting analytical ability, he was always able to understand complex situations immediately and to find good solutions right away. Mr Trusch always worked in a highly proactive manner and completely identified with his tasks and our company at all

times. He consistently displayed an impressive level of dedication and motivation. Even in extreme stress situations, he always displayed exemplary resilience.

Mr Trusch completed his tasks completely autonomously, with much diligence and according to a well thought-out plan. He always worked serenely, thoughtfully, target-oriented and extremely precisely. He continuously impressed us particularly in terms of quality and quantity. His dependability and reliability were exemplary at all times.

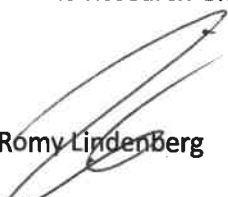
Even when faced with most complex problems, he always found very effective solutions which he was able to implement successfully and thus always achieved excellent work results. The performance of Mr Trusch has always and in every respect earned our full recognition.

He was well-regarded by those around him due to his always friendly and well-balanced demeanour. Mr Trusch enjoyed the complete trust of all superiors, colleagues and clients. His personal conduct was exemplary.

To our regret we must end the employment contract with Mr Trusch within the probationary period on 15.11.2019, as the position does no longer exist. We would like to thank him for his good work and wish him all the best for the future, both in his professional and private life.

Munich, 11/15/2019

CLEVIS Research GmbH



Romy Lindenberg

Managing Director

## Letter of Reference

Mr. Ulrich Trusch born on April 29, 1990 was employed in our enterprise from November 17, 2014 to July 31, 2017 in the department Small Business & Consumer - Marketingmanagement in our team Direct Sales as Junior Marketing Manager.

The Haufe Group - with its brands Haufe, Haufe Akademie, and Lexware - is one of Germany's leading providers of digital workplace solutions and services, as well as education and training programs. The group is headquartered in the German city of Freiburg and employs more than 1,800 people worldwide.

The tasks of what Mr. Trusch was working in were about:

- Responsible contact person for search engine advertising (SEA) on Google and Bing
  - Preparation of budget planning
  - Preparation and implementation of the AdWords texts
  - Optimization of campaign controlling using Google DoubleClick
  - Planning of sale campaigns and realization in SEA activities
  - Organization of meetings and jour-fixes together with contact persons from google
- Conception, creation and maintenance of landing pages in Webflow (HTML), Typo3, Jekyll (Ruby) and IBM Websphere
- Support at in-house projects for the realization of new business sectors as well as supporting colleagues in the field of conversion optimization and social media marketing

Mr. Trusch possesses comprehensive as well as multi-faceted specialist knowledge spanning beyond the mainstream, which he was always able to apply confidently and expertly in practical circumstances. He regularly and successfully attended events to further his education, to expand his strengths, and increase his profound specialist knowledge.

His quick perception allowed him to understand complex situations immediately and to recognize key aspects. Mr. Trusch completed his tasks with great commitment and personal dedication throughout his employment with our company. He completed all his tasks well, even under difficult working conditions and under great time pressure.

He always worked quickly, diligently, carefully and exact. Mr. Trusch showed a high level of reliability.

He grasped his new responsibilities quickly; he achieved good results within a short space of time. We have always been very satisfied with the performance of Mr. Trusch.

He was well-liked for his very friendly, open and well-balanced demeanour; he actively encouraged cooperation and a team atmosphere. His personal conduct towards management, colleagues and clients was always impeccable.

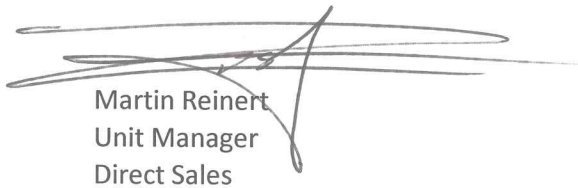
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Mr. Trusch has terminated his employment with us as of July 31, 2017, which we regret. We would like to thank him for his consistently good performance and wish him all the best and much success in his professional and personal future.

Freiburg, July 31, 2017

Haufe-Lexware GmbH & Co. KG



Martin Reinert  
Unit Manager  
Direct Sales



Nicole Hartung  
HR Consultant  
HR & OD - Business



ISM UNIVERSITY OF MANAGEMENT AND ECONOMICS

University code 111963319

# DIPLOMA

Ulrich Paul Trusch

(Personal code 1990-04-29)

In 2019 fulfilled the requirements for the programme of  
International Marketing and Management

(State code 6211LX006)

and graduated with a MASTER OF BUSINESS MANAGEMENT.



Prof. dr. Viltė Auruškevičienė  
Interim President



UNIVERSITY OF MANAGEMENT  
AND ECONOMICS

MS No 001667

Issued: Jun 27, 2019  
Registration No MSV0486  
Diploma code 7120



## 4.3. Išlaikyti egzaminai ir įskaitos:

Programme details:

Nr. No.	Dalykas Subject	Dalyko apimtis ECTS kreditais ECTS credits	Pažymys Value of mark or grade	Paprastasis (M), išvestinis (G) pažymys arba įskaita (P)* Mark (M), grade (G) or pass (P)*
1	2	3	4	5
Pagrindiniai ir privalomieji dalykai Core and Compulsory Subjects				
1	Daugiamatė statistika Multivariate Statistics	6	7 (vidutiniškai)	M
2	Derybos pardavimuose ir pardavimų pajėgų vadyba Sales Negotiation and Salesforce Management	6	9 (labai gerai)	M
3	Įmonės finansai II Advanced Corporate Finance	6	8 (gerai)	M
4	Konkurencingumo mikroekonomika Microeconomics of Competitiveness	6	8 (gerai)	M
5	Naujo produkto vystymas ir paslaugų inovacija New Product Development and Service Innovation	6	7 (vidutiniškai)	M
6	Paslaugų rinkodara Services Marketing	6	8 (gerai)	M
7	Prekės ženklų valdymas Brand Management	6	8 (gerai)	M
8	Rinkodara socialinėje erdvėje Digital and Social Media Marketing	6	10 (puikiai)	M
9	Rinkodaros metrika Marketing Metrics	6	9 (labai gerai)	M
10	Rinkodaros strategija Strategic Marketing	6	10 (puikiai)	M
11	Rinkodaros tyrimų specifiniai klausimai Marketing Research	6	8 (gerai)	M
12	Tarptautinė vadyba II Advanced Topics in International Management	6	9 (labai gerai)	M
13	Tarptautinė vartotojų elgsena International Consumer Behaviour	6	7 (vidutiniškai)	M
14	Tyrimų metodologija Research Methodology-IMM	6	7 (vidutiniškai)	M
15	Verslo socialinė atsakomybė Corporate Responsibility	6	9 (labai gerai)	M
Iš viso Total		90		
Baigiamasis darbas ir (ar) kvalifikacijos egzaminai Final Thesis and/or Qualification Examinations				
1	Magistro baigiamasis darbas** Master Thesis**	30	10 (puikiai)	M
Iš viso Total		30		
Iš viso Total		120		

\*Paprastasis pažymys (M) įrašomas, kai lentelėje nurodytas dalykas yra įtrauktas į studijų programą; išvestinis pažymys (G) įrašomas, kai lentelėje nurodytas bendras dalykas, o pažymys apskaičiuojamas; įskaita (P) įrašoma, kai nurodytas dalykas nevertinamas pažymiu.  
\*Mark (M) - any numerical or qualitative scale used to describe the results of assessment in an individual course unit or module; Grade (G) - final evaluation based on the overall performance in the programme of study; Pass (P) - when knowledge is evaluated by pass/fail system.

\*\*Magistro baigiamasis darbas - „Įvesties metodo įtaka paieškai internete mobiliame įrenginyje“

\*\*Master Paper - The Effect of the Input Method on an Online Search Used on a Mobile Device