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Martin Jäger

Personal details

NAME: Martin Jäger
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Key Facts

- Over 8 years of experience in various digital marketing disciplines
- Managed teams of up to 8 people for over 4 years
- Experienced in managing revenue up to nine figures and budgets up to seven figures
- Established a successful digital marketing business in Luxembourg
- Fluent in both German and English languages

Work experience

1

SELF EMPLOYED

www.martin-jaeger.com, Bettange-Sur-Mess

SINCE 01/2021

- Freelancer for E-Commerce and Online-Marketing
- Established and managed a successful online shopping platform with over 5,000 monthly visitors
- Received recognition for the business by Luxembourger Wort and Silicon Luxembourg, two prominent publications in the region.

2

KEY ACCOUNT MANAGER

Amazon Services Europe Sàrl, Luxemburg

09/2021 TO

09/2023

- Develop and execute go-to-market strategies to support selling partners' expansion into the European market.
- Create and present business cases to senior stakeholders to secure resources and investment.
- Gather market insights and provide guidance on local regulatory requirements to ensure compliance and maximize growth opportunities processes within the cooperation



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1

10/2020 TO
06/2021

HEAD OF PRODUCT & SALES

DuoDecad IT Services S.á.r.l. – Media (more than 500 employees), Luxembourg

- Managed a team of 8 full-time employees, overseeing account managers and development leaders at various levels.
- Developed annual sales plans, pricing strategies, marketing plans, and promotion strategies with a seven-figure budget.
- Executed the vision, scope, and scale of nine-figure revenue products by developing and executing the appropriate business strategy.

3

06/2019 –
05/2020

E-COMMERCE LEAD

DuMont Next GmbH & Co. KG – Media (more than 1000 employees), Cologne

- Successfully built a new E-Commerce department responsible for creating new revenue streams that generated 500k within the first year.
- Led a team of 2 full-time employees and one intern responsible for editing commercial content and conducting data analytics.
- Conceived and implemented SEO, Affiliate, and Native Advertising strategies to generate and monetize traffic for the websites of 7 newspapers

4

09/2016 –
05/2019

TEAM LEAD BUSINESS DEVELOPMENT EUROPE

AO Deutschland Ltd – Retail (more than 500 employees), Bergheim

- Led a team of 3 full-time employees, overseeing Business Development, Marketplaces (e.g., Amazon, Ebay), and B2B partnerships.
- Successfully managed eight-figure revenue with a six-figure marketing budget.
- Spearheaded implementation of new business initiatives such as negotiating contracts and project management, including the establishment of Payback as a new customer loyalty program.

5

10/2015 –
08/2016

AFFILIATE MARKETING MANAGER

Comprigo GmbH – E-Commerce (more than 50 employees), Cologne

6

10/2012 –
09/2015

DUAL STUDIES – SPORTSMARKETING

Telekom Deutschland GmbH, Telecommunications (more than 10k employees), Bonn

7

07/2009 –
07/2011

SALES CONSULTANT – CONSUMER ELECTRONICS

EP: Hering und Steup oHG, Retail (more than 10 employees), Rennerod



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Education

- 1**
10/2012 – 09/2015
DUAL STUDIES – BACHELOR OF ARTS BUSINESS ADMINISTRATION
*Proxadis School of International Management and Technology, Frankfurt am Main
in cooperation with Deutsche Telekom AG*
Grade: 2,1
- 2**
08/2011 – 08/2012
VOCATIONAL DIPLOMA
Berufskolleg Wirtschaft und Verwaltung, Siegen
Grade: 1,8

Publications

- 1**
04/2022
WIE FUNKTIONIERT AFFILIATE-MARKETING MIT AMAZON
OMR.COM | RAMP106 GMBH – ONLINE MARKETING MAGAZINE
<https://omr.com/de/reviews/contenthub/affiliate-marketing-amazon>
- 2**
11/2021
DAS MUSST DU ZUM THEMA AFFILIATE PROGRAMME WISSEN
OMT.DE | OMT GMBH – ONLINE MARKETING MAGAZINE
<https://www.omt.de/affiliate-marketing/affiliate-programme/>
- 3**
06/2021
PARTNER MARKETING –EVOLUTION DES AFFILIATE-MARKETINGS
OMT.DE | OMT GMBH – ONLINE MARKETING MAGAZINE
<https://www.omt.de/affiliate-marketing/partner-marketing/>

Media Presence

- 1**
04/2022
LUXEMBOURG'S ONLINE SHOPPING WEBSITE
SILICON LUXEMBOURG | STARTUP MAGAZINE
<https://www.siliconluxembourg.lu/luxembourg-online-shopping-website-onlinshopping-lu/>
- 2**
03/2021
SO KLAPPT ES MIT DER ONLINE-BESTELLUNG NACH LUXEMBURG
Luxemburger Wort | Print & Online | Newspaper
<https://www.wort.lu/de/business/so-klappt-es-mit-der-online-bestellung-nach-luxemburg-605e0e78de135b92364cf499>