



Christian Lamprecht

Born on 12.05.1970 in Biberach an der Riss, Germany

Married since 1995 to Kirsten Lamprecht, elementary school teacher

Son Tim Lamprecht (born 2006)

Schwandorfer Str. 16
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Knowledge & Skills:

- Marketing strategy and conception
- Team leadership and development
- CRM
- Marketing automation
- SEO, SEA
- Digital marketing
- E-commerce marketing
- Social media marketing
- Project management (Scrum)
- Event management (roadshows, fairs, exhibitions)
- German (native language)
- English (fluent spoken & written)
- French (school knowledge)

Software:

MS Office, MS Teams, Adobe, Wordpress, Typo3, Jira, Salesforce, Hubspot, Slack, Google Analytics, Google Workspace, Datastudio, PowerBI, Shopify, Shopware

Curriculum Vitae 01/2024

- 2023 to 2023 **Head of Marketing anwalt.de** Services AG
- 2021 to 2023 **Head of Marketing Billomat** GmbH
- 2015 to today **Digital Marketing Consultant** (freelance)
mainly marketing digitalization in the B2B area
- 2014 to 2018 Member of the organizing team of the
Nuremberg Digital Festival
<https://nuernberg.digital/festival>
Organizer and initiator of the
E://Commerce Night
- 2013 to 2015 **Head of Marketing shoptimax** GmbH
(Interim activity within the framework of
21communications KG)
- 2008 to 2015 **Managing Director 21communications** KG
(marketing consulting)
- 2006 to 2008 **Project Manager Contact/Conception**
werk :b agency for communication GmbH
- 1997 to 2006 **Founder and Managing Director** curt Magazin
(city magazine in Nuremberg)
<https://www.curt.de>
- 1991 to 1997 **Studies in business administration**
at the FAU Erlangen-Nuremberg
Main subjects Marketing, Management,
American studies, diploma thesis already
1997 about online marketing
- 1989 to 1990 compulsory military service (military driver)
- 1989 A-levels at the Leibniz Gymnasium Altdorf

Hobbies: Tennis (Landesliga team), volleyball, skiing, traveling

Honorary commitment: Member of the city council of Altdorf near Nuremberg, member of the Europa Union, co-founder of Stadtklima Altdorf e.V.

About me: Creative, goal-oriented, entrepreneurial, open to new things, willing to learn, empathetic, team player, European, technology enthusiast, nerd AND marketing fuzzi in one ;-)