

# **Thomas Schmidt**

**Experte E-Business: E-Commerce, Online Marketing, Social Media, Entwicklung neuer Verkaufskanäle at Firstmover Pro**

Cologne Area, Germany, NRW, DE

First mover on the Internet, online marketing, ecommerce, social media with broad experience in digital marketing issues

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## **Biography**

Holistic Digital Marketing | Digital Transformation | Digital Change Management | Digital Strategy and Conception of new Sales Channels | Digital und New Media | 360 Degree Online Marketing Long-term competence in 360 Degree Online Marketing and New Business Development, Performance Marketing, Retargeting, Mobil, Social Media, UI, UX E-marketing and e-commerce, SEO, SEM, SEA, Digital marketing strategies Use of CRM, webanalytics and tracking systems E-Commerce experience with OXID, SAP Enviroment, PIM, SAGE, eBay, Amazon Over 10 years of experience with CRM, CMS, DAM and MAM Close affinity to and enthusiasm for the digital world (Social media, blogs etc.) Analytical and entrepreneurial thinking Many years of experience with agency networks, startups and businesses Extensive knowledge of the digital media landscape Creative and assured when making presentations Enthusiastic, self-organised and able to work under pressure Professional in communication and networking Business-fluent spoken and written German and English Degree in Social Sciences (Dipl.soz.wiss.) Special skills: Management + Development + Coaching / Social Science Degree / first mover in Internet + Web 2.0 / more than 15 years experience in digital marketing (Internet & Business Development) at various locations / experience in B2B + B2C e-business in the international environment / successful leadership by team / excellent networking with agencies/ revenue and budget responsibility / Strategic and conceptual expertise / hands-on / SEO, SEM, PPC / Analytics/Performance Marketing

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## **Industry Expertise**

Internet, Social Media, Management Consulting

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## **Areas of Expertise**

E-Commerce, Online Marketing, Social Media

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## **Affiliations**

DGPh

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## **Sample Talks**

## **360 Degree Online Marketing**

Digital Marketing – A Guide through the Battlefield of Internet & Social Media

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### **Education**

**Bergische Universität**

Diploma Social Science, Socialpsychology

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