

PHILIPP ENGELMANN



Associate Director
**Digital Channels Leader & Content Country Leader
(Germany)**

PROFILE

Digital, brand and AI-driven communications leader with 15+ years building and modernizing corporate web ecosystems, brand expression and engagement across complex, regulated, multinational environments. M.A. in Media & Communication Management (1.2) with a focus on corporate, crisis and campaign communication. Currently Associate Director / Digital Channels Leader and Content Country Leader (Germany) at EY, leading a multinational team and architecting enterprise-wide AI-enabled communications.

QUALIFICATIONS

MASTER'S DEGREE Media & Communication Management (M.A.)

University Fresenius Idstein
2018 – 2021 | Grade 1.2

MANAGEMENT ASSISTANT FOR AUDIOVISUAL MEDIA (CCI)

Chamber of Commerce and
Industry, Munich
2006 – 2008

PRO SKILLS

P&L / Budget Planning (SAP,
Excel)

AI Automation & AI Agents

Digital & Brand Strategy

Crisis & Reputation
Communications

Leading Agile

Search Engine Marketing

Marketing Automation

Agile Project Management

Data Analytics

TECH SKILLS

ASSOCIATE DIRECTOR | Digital Channels Leader & Content Country Leader (Germany)

05/2022 – today | **Ernst & Young (EY)** | Digital Marketing Unit

- Strategic responsibility & coordination of all digital channels: performance marketing (SEA & paid social), corporate website, social media, marketing automation and opportunity / lead processes
- Content Country Leader for Germany; close collaboration on cross-country technology projects and campaigns
- Architect of enterprise AI in communications: a self-learning AI agent and an automated, data-driven opportunity process turning campaign and website demand into qualified pipeline; a self-service marketing-services platform now being extended with SEO agents for content creation and on-site optimization
- People leadership across a multi-layered, multinational organisation – an 8-person onshore core team accountable for 26 FTEs in total (Germany, India, Poland): hiring, coaching and development of (senior) leads in diverse, distributed teams
- Crisis & reputation: built a crisis-communications methodology for market communications (web & social) with a leading reputation agency and the internal communications team; ongoing alignment with global social-media reputation leads
- Strategic executive advisory: regular reporting into national leadership across all service lines; close work with global leaders
- Budget responsibility & planning (P&L); martech & web ecosystem ownership (CMS, domains/hosting, marketing automation, analytics); data-driven optimization with tracking, measurement frameworks and ROI focus

Adobe Analytics, Econda
Google Ads, Analytics, Search
Console, NotebookLM
Oracle Eloqua, Marketo, PEGA
SAP
CMS: Typo3, WordPress, Webflow
Jira, Trello, Microsoft Azure
Conductor (SEO)

CERTIFICATES & TRAININGS

Agile Project Management – Haufe
Akademie (2018)
Leading with a Superior Function –
Haufe Akademie (2020)
Work Methodology for Leaders –
LinkedIn Learning (2022)
Online Marketing Workshops – Karl
Kratz (2016/2018)
Search Marketing Expo (SMX),
Munich/Berlin (2014–2024)
AI Usage in Marketing · EU
GDPR

LANGUAGES

German (native)
English (fluent / bilingual)

HEAD OF ONLINE MARKETING

2018 – 2022 | **Haufe Group SE** | Business Unit Verticals (EES / TTC
/ LAW / Lexbizz)

- Strategic responsibility & coordination of all digital measures and campaigns: performance marketing (SEA, display, social) and all SEO, website & content marketing
- Business owner of the websites and landing pages (>25 product and landing pages); strategic planning of marketing automation (Eloqua, Oracle, PEGA)
- Social media marketing (organic & ads): LinkedIn, Xing, Facebook; team leadership; budget responsibility
- Selected results: reduced web-hosting/operating costs ~35% via tech-stack consolidation; grew software subscriptions ~27%; cut return rate ~50% and increased webinar sign-ups 40%+ through landing-page & SEA redesign

DIGITAL MARKETING MANAGER

2014 – 2018 | **Haufe-Lexware GmbH & Co. KG** | Unit RLN

- B2B campaign management & commercial activities; conception and relaunch of websites and landing pages
- Responsibility for all performance / SEA measures; coordination of external service providers; budget responsibility

MANAGING PARTNER – Online Marketing & Webdesign

2009 – 2014 | **Brandpixel** | Online Marketing Agency

- Campaign management & strategic concepts; website strategy and conception; performance marketing (Google Ads, Bing)
- Web controlling (Google Analytics, Piwik); SEO on-page and off-page; technical & disciplinary staff management

CONSUMER & MARKET RESEARCH ANALYST

2008 – 2009 | **Sony BMG (Sony Music Group Germany)**

- Consumer Relationship Management; design and implementation of microsites/landing pages; usability & administration of user portals
- Management of the “Musikfreund” online survey panel; online survey design; GRP evaluations and statistics