

# Service Portfolio of Melanie Borges Martins, Borges Martins GmbH



“Welcome! I am your new Manager for Digital Marketing, CRM and a unique omni-channel Customer Experience.

I provide custom-tailored Digital Marketing Concepts and help you implement new tools and processes to drive your Digital Transformation.

With specialist expertise in the fields of Retail, FMCG, eCommerce and Digital Marketing, my objective is to increase your success by making use of all relevant Touchpoints along the Customer Journey and by building long-standing Marketing Partnerships.”

Melanie Borges Martins



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## Manager for Marketing & CRM (self-employed)

### EXPERTISE

- Project and Process Management: >15 years
- CRM & Marketing: >13 years
- Business Development: >13 years
- Digital Marketing & eCommerce: > 10 years
- Management Consulting, Change Mgt. and Leadership: >10 years

### WORKING EXPERIENCE

- Consultant for CRM, Digital Marketing, eCommerce (Business Owner, Germany and Switzerland)
- Head of eCommerce (Germany)
- Head of Marketing & Advertising (Switzerland, French-speaking part)
- International Project Management

### PROJECT REFERENCES (extract)

- 2019: GTB Germany (agency)
- 2018: Mastercard Advisors (financial services, consulting)
- 2017: NKD Services (retail)
- 2016: HUGO BOSS (retail)
- 2014: Wirecard (fintech, financial services)

### EDUCATION

- Diploma in Direct and Interactive Marketing (BAW)
- International Diploma in Administration & Management (ESA)
- Commercial Clerk IHK

### TOP SKILLS

- Omni-channel marketing concepts
- Optimization and digitalization of processes
- Broad knowledge of various types of business environments
- Business fluency in English and French
- Flexible, open- and fair-minded personality

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## Introduction

As a Manager and Consultant for Marketing and CRM with more than 10 years of relevant experience in retail, technology companies and agencies, I turn your marketing project into action.

I am a hands-on and data-driven marketer - and at the same time a strategic thinking planner - with a passion to develop customer-centric marketing strategies and campaigns.

My CRM approach is to make use of all touchpoints along the Customer Journey to identify best practices and to maximize sales conversion and customer satisfaction. For this, I place high importance on data analysis and the definition of a target-group specific approach. My aim is to track and trace all customer activities – from generation of leads to the actual purchase and ongoing customer retention.

I involve stakeholders of other departments such as IT or Service to verify together how customers can best be served, from a technical point of view and from a service perspective. In close collaboration with the relevant stakeholders, I improve processes and link tools and interfaces so that they support the various customer touchpoints and enable a single customer view (360° customer view).

This includes all steps, from the first digital (or offline) touchpoint, the tracking of online/purchasing behavior and re-targeting via triggered campaigns to the definition of retention and after-sales programs. All of these steps are tracked and measured according to their performance for the individual customer groups. By doing this, I can define customer value, relevant incentives and best working practices.

Due to my international working experience, I am business fluent in English and French, German is my mother tongue.

How can I help you and your company to succeed?

Melanie Borges

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