

Senior Marketing Manager

**Campaigns, brand management, and cross-functional communication
in industrial and technology environments.**

More than 10 years of experience in industrial marketing, brand development, and the management of complex campaigns. Strong interface between Marketing, Sales, Product Management, and technical departments.

CAROLIN SANDLEBEN

Senior Marketing Manager

Campaigns, brand management, and cross-functional communication
in industrial and technology environments

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PROFESSIONAL EXPERIENCE

Since 09/2021

expert Warenvertrieb GmbH

Head of Brand Communication

- Led and developed an eight-member marketing team; built a clearly structured, high-performing marketing organization.
- Developed and executed five major cross-media campaigns per year, achieving revenue increases of up to 27% and measurable brand-awareness growth of 6–10%.
- Initiated and led the award-winning “Neighborhood Campaign” (German Brand Award 2022).
- Strategic responsibility for a multi-million-euro marketing budget, including planning, controlling, and ROI optimization.
- Close collaboration with Sales, Purchasing, and Product Management to market complex product and service portfolios.
- Member of the strategy team for brand and corporate communication; contributed to the development of overarching brand guidelines.

03/2021 - 07/2021

GOM GMBH (ZEISS Group)

Team Lead Communications

- Disciplinary and functional leadership of a seven-member communications team.
- Development of integrated marketing and communication campaigns in cooperation with Sales and Product Management.
- Creation of core messages, digital content, and sales materials for product and sales initiatives.
- Management of external agencies and safeguarding consistent brand communication across all channels.

01/2019 - 02/2021

Möbel Hesse GmbH

Head of Marketing

- Led a three-member marketing team, including task management and team development.
- Strategic planning, execution, and controlling of all marketing activities: four major seasonal campaigns, regular promotions, and monthly frequency-driving measures.
- Increased customer frequency and achieved revenue growth of up to 32% through targeted campaign management.
- Responsible for annual marketing and budget planning, including resource allocation.
- Further development of Corporate Design and Corporate Identity across all channels.
- Directed external agencies with a focus on efficiency, brand consistency, and on-time delivery.

10/2012 – 12/2018

Konica Minolta Business Solutions Deutschland GmbH

Central Marketing Communications Expert, Cluster West

- Development and execution of integrated marketing and communication initiatives for B2B product and service portfolios.
- Planning, coordination, and execution of large-scale events and roadshows with up to 1,000 participants.
- Creation of targeted content for campaigns, product launches, and sales initiatives.
- Responsibility for brand management within Cluster West, ensuring consistent corporate design and brand presence.
- Coordination of external agencies and quality assurance for all communication activities.

01/2008 – 09/2012

Marketing Communication Specialist - Develop GmbH (Konica Minolta Group)

Marketing and communication support for B2B partners; Creation of product and sales materials; Coordination of events and campaigns; Collaboration with international sales partners.

04/2007 – 12/2007

Retail Marketing - Mercedes-Benz Niederlassung Kassel/Göttingen

Execution of regional marketing activities, event coordination, and support of sales marketing.

04/2004 – 04/2007

Marketing - smart Center Hannover

Planning and implementation of local marketing and sales initiatives.

10/2003 – 03/2004

Project Manager - bluhouse. die werbemanufaktur

Management of traditional and digital marketing projects; Production coordination for print and advertising media.

12/2000 – 06/2003

Project Manager - Werbetaam GmbH

Concept development for trade-fair stands and exhibitions; Project management for trade fairs & exhibitions, including client support and on-site supervision.

EDUCATION

10/2003 – 10/2005	Communication Management Norddeutsche Akademie, Hannover Thesis: Advertising Concept ePaper Verlagsgesellschaft Madsack (Grade 2.3) Degree: Communication Specialist (Grade 2.6)
09/1995 – 03/2000	Interior Architecture Fachhochschule Hannover, Fachbereich Design & Medien Diploma thesis: Design of a trade-fair stand Degree: Diploma Engineer (FH), Grade 1.4
08/1993 – 02/1995	retail salesperson Einrichtungshaus Hans G. Bock, Hannover Training as a Retail Saleswoman in the furniture sector
1993	Wilhelm Raabe Gymnasium, Hannover Abitur (German A-Level Equivalent)

TRAINING & CERTIFICATIONS

05/2022	Leadership Qualification Modules 1–3, expert Warenvertrieb GmbH
12/2020	Leadership Training – Module II
09/2020	Leadership Training – Module I
04/2018 – 10/2018	Social Media Manager – Advanced Training WebCulture GmbH, Mannheim Social Media Academy, six-month online program
Previous	Rosetta Stone: English, Level C1.1 educom Business: Negotiation Skills Reinclassen GmbH: Professional Copywriting

SKILLS

- Professional Skills
- Campaign development • Brand management • B2B & B2C communication • Content strategy • Event & trade-fair planning • Marketing strategy • Budget responsibility • Brand leadership • KPI management • Stakeholder management
- Digital Skills
- Website maintenance & creation with WIX and WordPress • CMS (basic skills) • Social media management • Email & newsletter communication • Image & text editing (Adobe / Alternatives) • digital project management (agency coordination, timelines, workflows, approvals, go-lives) • Microsoft Teams • Basic knowledge of Notion • Extensive use of AI tools (ChatGPT) for content development, ideation, and research
- Leadership Skills
- Team leadership • Coaching • Recruiting • Process and structure development • Cross-functional collaboration
- IT & Tools
- Adobe Creative Suite
 - Microsoft Office
 - MS Teams, NOTION, Jjira
 - WIX, wordpress, joomla
- Languages
- German (native)
 - English (C1.1)

AWARD

German Brand Award 2022
for the “Neighborhood Campaign” (expert Warenvertrieb GmbH)

Langenhagen, 11.2025



Carolin Sandleben

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EXECUTIVE SUMMARY

Strategic marketing and communications leader with extensive experience in developing cross-media campaigns that strengthen brand perception, drive sales performance, and engagement. Proven success working within complex corporate structures and in close Product Management, delivering measurable results in brand building and sales enablement.

Particular strengths include designing and executing targeted communication strategies from traditional print to digital platforms and social media campaigns. Known for strong brand communication logic, and a high level of executional excellence, combining strategic insights with results-oriented implementation.



CORE COMPETENCIES

- Strategic & operational marketing
- Campaign development & management (online & offline)
- B2B / B2C communication
- Budget planning & controlling
- Project & team leadership
- Agency management
- Corporate design & branding
- Event communication
- Cross-functional stakeholder management

AWARD

- German Brand Award 2022 – “Neighborhood Campaign” (expert Warenvertrieb GmbH)

PERSONAL STRENGTHS

- Strong communicator & empathetic
- Creative & solution-oriented
- Strategic mindset & strong execution
- High resilience & team orientation
- Innovative & technology-affine