

# JONAS BIRKHOLZ

## STRATEGIC B2B MARKETING MANAGER

Product Marketing | Brand & Content Strategy | Integrated Campaigns

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### PROFESSIONAL PROFILE

Strategic B2B Marketing Manager with 6+ years of experience in software and technology marketing. Combines product messaging, brand strategy, integrated campaigns and sales enablement with hands-on execution. Proven record of leading through organisational change, managing budgets up to EUR 250k, tripling LinkedIn audience, exceeding MQL targets and achieving sustained #1 Google rankings. Skilled at translating complex SAP-native, MedTech and AI topics into clear market-facing narratives and scalable workflows.

### CORE COMPETENCIES

- B2B Marketing Strategy
- Brand & Content Strategy
- Sales Enablement
- Demand Generation & MQL Growth
- AI-enabled Marketing Workflows
- Product Messaging & Positioning
- Integrated Campaign Planning
- Cross-functional Stakeholder Management
- Website, SEO & Digital Growth
- Budget, Project & Team Coordination

### PROFESSIONAL EXPERIENCE

#### Marketing Manager

*BIT Consulting GmbH (mymediset)*

*Expanded marketing lead responsibilities during VP Marketing maternity leave (Nov 2023 - May 2025).*

**Aug 2023 - Present**

Freiburg, Germany

- Drive strategic and operational B2B marketing for a SAP-native MedTech software company across product messaging, brand, campaigns, events and sales enablement.
- Assumed expanded marketing lead responsibilities during the VP Marketing's maternity leave (Nov 2023 - May 2025), serving as the central contact and maintaining continuity through team changes.
- Managed an approx. EUR 250k marketing budget during this period and independently prioritized and delivered projects with a high degree of autonomy.
- Tripled the company's LinkedIn audience from approx. 1,000 to 3,000 followers through consistent content and social media activity.
- Translate complex SAP, AI and MedTech topics into clear positioning, value propositions and content across LinkedIn, email, newsletters, website, SEO and events.
- Coordinate brand consistency and rebranding across website, presentations, social media, email signatures, intranet, event collateral and core assets.
- Support sales and leadership with presentations, demos, product videos and campaign assets while collaborating with product, HR, agencies and international stakeholders.
- Developed AI-supported workflows and custom tools, including a newsletter builder that reduced production from a manual process to a matter of minutes.

#### Marketing Manager

*GRÜN Software Medien GmbH (formerly GRÜN NTX GmbH)*

**May 2021 - Jul 2023**

Freiburg, Germany

- Served as the principal marketing owner for GRÜN Software Medien and its subsidiaries, reporting directly to the CEO and steering all DACH marketing activities.
- Managed an approx. EUR 100k annual marketing budget and coordinated execution across the GRÜN group and external service providers.
- Consistently exceeded marketing KPIs, particularly MQL targets, through integrated campaigns, content, webinars, events and lead nurturing.
- Led the website relaunch end to end and achieved sustained #1 Google rankings for several industry-relevant keywords through content and SEO improvements.
- Managed and mentored a dual-study Marketing Management student, overseeing practical training, development and day-to-day work.

EARLIER EXPERIENCE

Sales Professional - Cloud Managed Services

Jan 2021 - Apr 2021

Scheer GmbH

Freiburg, Germany

- Performed BDR-style business development for cloud managed services, generating and qualifying B2B leads through LinkedIn social selling, social listening and targeted outreach.
- Generated and qualified a high-value prospect at a consumer-sector company with approx. EUR 200m in annual revenue.
- Created educational content, supported lead nurturing and conducted prospect conversations via video call, phone and in-person meetings.

Online Marketing Manager (Global Marketing)

Feb 2020 - Jul 2020

Conductix-Wampfler GmbH

Weil am Rhein, Germany

- Managed and developed international, multilingual websites through a central Drupal CMS.
- Produced monthly website reporting, benchmarked online performance and optimized content for SEO.
- Contributed to the requirements specification for a planned global website relaunch.

Corporate Student - International Business Administration

Oct 2016 - Sep 2019

BakerHicks AG (formerly Morgan Sindall Professional Services AG)

Basel, Switzerland

- Completed cross-functional practical rotations with a primary focus on marketing, including social media projects, market and competitor analysis, event planning, copywriting and video editing.

Intern

Aug 2016 - Sep 2016

BakerHicks AG

Basel, Switzerland

- Supported the planning and delivery of the company's participation in an international trade fair.

EDUCATION

Bachelor of Arts (B.A.)

International Business Administration

DHBW Lörrach

Baden-Württemberg Cooperative State University

2016 - 2019

TOOLS & PLATFORMS

WordPress and Drupal CMS  
Adobe Creative Cloud and DaVinci Resolve  
Google Analytics and SEO tools  
Zoho Campaigns, CRM systems and LinkedIn tools  
Microsoft 365, SharePoint and generative AI tools

LEADERSHIP & WORKING STYLE

- Leadership without formal authority
- Strategic thinking with hands-on delivery
- Ownership in changing environments
- Cross-functional coordination
- Team development & mentoring
- Clear stakeholder communication

CERTIFICATIONS

Copywriting 1 & 2

Texterclub, 2022

Fundamentals of Digital Marketing

Google, 2020

LANGUAGES

German: Native  
English: C2 / Full professional proficiency  
Spanish: A2 / Basic proficiency