



Andri Fried

Marketing for Startups

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Work experience

Founder & Geschäftsführer

2020-03 - now

Institut für Digitale Pädagogik GmbH

Bootstrapping a new Startup

CMO

2019-12 - corona-crisis

Foodly GmbH

Building up an automated app marketing system

University Lecturer

2019-06 - 2019-12

Kingston University, London

Lecturer for Marketing at Kingston University / GISMA Business School

Head of Online Marketing

2016-08 - 2019-06

Marley Spoon AG

Building and scaling the online marketing team from two employees to a team of 17 online marketing rockstars. Working for Europe, the United States and Australia. SEM, SEO, Facebook Ads, Native Advertising, Influencer Marketing, Content Marketing, Marketing Analytics, Tracking, A/B Testing, Affiliate Marketing, Budgeting, Planning, Forecasting.

Head of Online Marketing

2014-09 - 2016-06

Discavo GmbH

Managing the online marketing team. Including AdWords, Bing, Facebook, DSPs, Remarketing and several Display Networks. Focus on SEM & Content Marketing.

Online Marketing Manager, International

2012-10 - 2014-09

Care.com

SEM international, Facebook, Web Analytics, Landing Page Optimization for Europe and the United States.

Marketing Manager

2012-03 - 2012-10

Sofatutor.com

Online Marketing with a strong focus on Google AdWords, YouTube Ads, Web Analytics & Landing Page Optimization

Online Marketing Manager

2011-06 - 2012-03

9flats.com

SEM (international), Affiliate Marketing, Web Analytics

Website Developer

2009-10 - 2011-05

andri.de

Setting up websites and online communities with drupal, DokuWiki and different learning management systems. Consulting for social media strategies & CRM

E-Learning Manager

2008-11 - 2009-09

Foundation for Education and Development

E-learning representative and co-project leader for online courses, development of a knowledge management system, quality management, CRM

E-Learning Tutor, Student Assistant

2004-04 - 2006-03

Free University Berlin

Consulting for e-learning (LMS Blackboard), development of online courses, set-up of the website and website support service, troubleshooter for computer problems

Receptionist

2001-08 - 2003-05

City Hostel Geneva

Make reservations, reception of guests (check-in, check-out), touristic advice

Education

MASTERS Degree

2004 - 2008

University of Potsdam / Free University Berlin

Sociology, Economics, Latin American Studies

BACHELORS Degree

2001 - 2003

University of Geneva

International Relations

Matura

1995 - 2000

Kantonsschule Hottingen, Zürich

Exchange Year

1997 - 1998

Colegio Evelyn Rogers, Guatemala City