

# Summary

## What makes me tick

- 20+ years of consulting in the marketing and communication business
- Experienced international Account and Project Manager
- Creative thinker and problem solver
- Strong leadership skills
- Passionate tech enthusiast
- Strong customer and people centricity
- Excellent communication and negotiation skills
- Experienced in relationship management in a leading, strategic position
- Adaptable and successful in changing environments
- Digital Native since 1983 ;)



**Get in touch with me:**  
**jens@klinksiek.digital | +49 172 77 89 523**

- Business Development, RFP & Pitch Support
- Account & Client Service Direction to bridge vacancies
- Project and account management for small and large projects
- Marketing & communication consulting

Greater Munich area: Hybrid working

All other locations: Remote working with on-site meetings by request

## Jens Klinksiek – Freelance Client Services

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Company with  
**financial climate contribution**  
ClimatePartner.com/24434-2305-1001

**Business Development. Account Direction.**  
**Project Management. Communications Consulting. Jens helps.**



# Work Experience

since 04/2023

Jens Klinksiek – Freelance Client Services

**Business Development. Account Direction. Project Management.  
Communications Consulting.**

08/2022 – 11/2022

Iris Germany (Cheil Group), Munich

**Client Service Director**

- Responsible for B2C client portfolio (Mobility Solutions, Home Appliances and Smart Home)
- Consulting on branding, platform and technology projects, customer experience journey, digital & mobile first 360° campaigns and global campaign toolkits
- Leading pitches, roadmap planning

01/2022 – 07/2022

Merkle DACH (dentsu Group), Munich

**Senior Principal Account Director**

- Responsible for client budgets in the services industry (Financial Services & Insurances, Mobility Services, Trade Fairs & Congresses)
- Consulting on customer experience transformation & platform projects
- Preparation of business and account plans, management of pitches

08/2009 – 09/2021

Wunderman Thompson (WPP), Munich

**Client Service Director** (01/2017 – 09/2021)

**Management Supervisor** (01/2012 – 12/2016)

**Account Director** (08/2009 – 12/2011)

- Key account & stakeholder management of several global technology leaders
- Consulting & project management in data-driven, creative marketing and communication assignments (ATL and BTL communication, customer experience, content marketing, CRM, apps & platforms, marketing automation, 360° campaigns)
- Build client and partner relationships; develop and establish processes to manage teams and partners across the broader agency network (local agency staff, near & offshore production hubs)
- Managing a team of up to 50 people across client services, project management, technology, data, strategy, and creation
- Set-up, implementation and roll-out of knowledge management systems and cloud-based collaboration platforms
- Responsible for client satisfaction, business growth and achievement of revenue targets

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10/2006 – 07/2009

MRM//McCann Worldgroup (Interpublic Group), Munich  
**Account Director**

- Management of client accounts
- Project management of complex communication tasks
- Leading pitches, team leadership and escalation management
- Account planning, responsible for account profitability

12/1998 – 09/2006

Various agencies

- Project management of 360° campaigns
- Client consulting from briefing to project invoicing

FLASKAMP AG, Berlin

**Project Manager Client Consulting**

heller & partner, Berlin

**Senior Consultant / Unit Director**

GCI/Dorland – Grey Global Group, Berlin

**Junior Account Executive**

Grey Connect – Grey Global Group, Munich

**Account Manager**

SpielRaum New Media, Munich

**Internship**

## Education and Training

10/2021

Education, degree in **Strategic Marketing Management**  
**karriere tutor, Königstein**

05/2021 – 08/2021

Continuing professional development, nano degree in  
**Digital Transformation**  
**AKAD University, Stuttgart**

04/2001 – 03/2003

Studies with degree **Marketing Communications BA**  
**imk – Institut für Marketing und Kommunikation, Berlin**

10/1994 – 09/1999

Studies in **human medicine**  
**Ludwig-Maximilians-University Munich**  
**Ulm University**

# Additional Skills & Qualifications

Language skills:	German (C2 – native language)	
	English (C1 – business fluent)	
Tools & technology:	Microsoft 365 (Office Suite, Teams, SharePoint, Yammer)	<a href="#">very good</a>
	Microsoft Visio, Project, Power Apps / Power Automate	<a href="#">very good</a>
	Troi	<a href="#">very good</a>
	Float	<a href="#">very good</a>
	Salesforce	<a href="#">good</a>
	Slack	<a href="#">good</a>
	Atlassian (Jira, Confluence)	<a href="#">very good</a>
	Hubspot	<a href="#">good</a>
	WordPress	<a href="#">very good</a>
	WorkDay	<a href="#">very good</a>
	BrandOcean	<a href="#">good</a>
	AI Tools (prompt engineering with ChatGPT, Notion AI, Stable Diffusion, etc.)	<a href="#">very good</a>
	Miro	<a href="#">good</a>
	Adobe (Analytics, Marketo, Experience Cloud)	<a href="#">good</a>
	Oracle (Netsuite)	<a href="#">good</a>
Excerpt certifications:	Company with financial climate contribution (2023)	
	Prompt Engineering for Generative AI (2023)	
	OKRs (Objectives & Key Results) Advanced Masterclass (2021)	
	Agile Methods (2021, 2022)	
	Microsoft Teams Administration (2021)	
	Microsoft Power BI Expert (2021)	
	Accessibility in Action (2021)	