

# Alexander Dross

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**Motivation:** With my strategic experience I would like to shape my future role to bring digital transformation to a company/brand so it becomes a digital leader.

**Date of birth:** April 22<sup>nd</sup> 1988, Solingen, Germany

**Education:**  
2009 - 2016

**Bochum University of Applied Sciences, Germany**

- B.Sc. business engineering and electrical engineering
- Focus: IT management, strategic marketing & strategic planning
- Award for the best bachelor's thesis of the year: "Approach of a global domain strategy in pharma"

11/2008 - 07/2009  
07/2005 - 07/2008

**Social Service**

"Lore-Lorentz" Vocational Colleague, Düsseldorf, Germany

**Work Experience:**

**Boehringer Ingelheim International GmbH**

10/2018 - present Global Process Owner - Search Strategy

- Responsible for Boehringer Ingelheim's global Search Engine Strategy

01/2018 - 09/2018 Global Digital Capabilities Manager - Search Excellence

09/2016 - 12/2017 Corporate Digital Governance & Quality Assurance Manager

04/2016 - 08/2016 Global SEO & Domain Strategy

10/2006 - 08/2011 **virtualnights:media Ltd.**, Essen - Project & Regional Manager

02/2011 - 05/2012 **team:penta GmbH & Co.KG**, Dortmund - Project Manager

02/2015 - 05/2015 **SAP Deutschland SE & Co. KG**, Walldorf - Business Transformation Services (BT SPI)

03/2012 - present **Enactus Germany c/o KPMG**, Cologne - Head of Web & Media Assistant, Germany

03/2012 - 12/2012 **Bayer HealthCare AG**, Leverkusen - Online Marketing & strat. IT-Management

04/2011 - 12/2014 **Marcus Prünste Rest GmbH (McDonald's)**, Ratingen - Marketing & Web Development

**Co-founder of the below companies:**

01/2008 - present **Helden-Group GbR, Dross:Media Consulting, sixunity GmbH**

- Consulting, strategic and operative implementation of online branding, web development, SEM, SEO
- IT services provider with 5 own products and 2 additional services - Social WIFI, Smartphone App kit, deletion of illegally web links, reputation management, pentesting
- frinXX - own gastronomy services innovation: customers are now able to order real beverages online - for own consumption or as a gift for friends.
- Clients: McDonald's NRW, Bayer AG, Enactus c/o KPMG, Butterfly, Table Tennis Mayor League, et al

**Voluntary Engagement:**

05/2015 - 03/2016 **Kiron Open Higher Education**, Berlin - Strategic SEO

05/2013 - 05/2014 **Bochum University of Applied Sciences** - Election Committee

**Enactus, Bochum University of Applied Sciences c/o KPMG**

09/2012 - 07/2013 Marketing Leader

08/2011 - 07/2013 Online Marketing & Web Development

08/2010 - 01/2012 **Bochum University of Applied Sciences** - Mentors Coaching Education

**Certificates:**

**Google:** Partner certified: Mobile Web Specialist, Mobile Sites, AdWords Fundamentals, AdWords Search-, AdWords Display-, AdWords Video-, AdWords Mobile-, AdWords Shopping Advertising, Analytics Qualified Individual, Analytics Platform Principles, Online Marketer, **Bing:** Bing Ads Accredited Professional, **Microsoft IT Academy:** Office Excel 2013 Expert, Office Word 2013 Expert, Microsoft PowerPoint 2013, Microsoft Project 2013, IT Security and Data Privacy, The Internet, Cloud-Services and the World Wide Web, **IT Inside Bayer, Project Management Foundation Certificate PRINCE2**

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