

# Patrick Wings

## Senior Digital Marketing Manager

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## Profile

**Senior Digital Marketing and Sales Manager** who was part of small team which **built a US\$ 3,000,000 SaaS subscription business** from scratch. **Leader and Manager with over 14 years experience in SaaS, B2B, Start-Ups**, developing and driving, marketing strategies. Strong communicator, problem solver, passionate about hiring, **building, mentoring marketing and sales teams up to 15 people**. Proven **track record in overachieving goals** and winning world class customers like **Roche, Allianz, Deutsche Lufthansa, BASF, Amazon, Netflix, Samsung, Accor Hotels, Disney**.

## Experience

01/2020 – present  
Lubbeek, Belgium

### **Digital Marketing Director BRIKL BV**

Setup, recruitment and management of the multicultural marketing team from scratch. Responsible for digital marketing strategy and all activities worldwide, including marketing automation, lead generation, SEO, PPC, content marketing, social media, email marketing.

11/2017 – 12/2019  
Berlin, Germany

### **General Manager, Vice President Enterprise Sales Taskworld Deutschland GmbH**

Founded, managed Europe HQ in Berlin, hired local team. In charge of all operations, including Business Development, Field Sales, Digital Marketing, Customer Care, Human Resources in Germany, Austria, Switzerland (DACH).

#### **Achievements**

- Setup entity in Berlin from scratch
- Made entity in Berlin strongest (New Sales, MRR) world wide mid \$5-digits MRR
- Hired, built local team from scratch (team of 5) to run all operations independently
- Planned, executed go-to-market in DACH region with lead to 1,000+ customers
- Hired sales team closed biggest single deal in company history --> 200k+ in EURO.
- Achieved monthly new sales of \$50k+ with sales team (average deal value of \$10k+)
- Achieved highest growth sales for Enterprises world wide
- Customers won: Roche, Deutsche Lufthansa, IWC Schaffhausen, Allianz, BASF
- Hired, built local Customer Care team which achieved lowest churn of 2.5% / month
- Build and managed world wide operating Enterprise Sales Team (8 pax)

05/2015 – 04/2018  
Bangkok, Thailand

### **Vice President Marketing & Sales Taskworld Ltd.**

Active member of Senior Management group which turned an idea into a world leading online collaboration tool with thousands of customers world wide. Significant influence on company strategy, operations, product development, HR, directives, goals. In charge of all digital marketing, sales activities world wide including team management

# Experience

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## Achievements

- Part of team which built a 7-digit SaaS subscription business with ARR \$ 3,000,000
- Hired, trained a high performing marketing team (15 people)
- Built, managed world wide Inside-, Field-Sales Team (8 people) to double revenues
- Average growth of 20+% monthly recurring revenues (MRR) in 2018
- Handling Marketing & Sales Budgets US\$ 2,000,000 per Year
- Won clients: Amazon, Samsung, LG, Credit Agricole, Netflix, AccorHotels, Disney
- Helped to grow AccorHotels Account in whole APAC and Europe to 6-digit contract
- Managed agency/third party relationships, partnerships and affiliates world wide

06/2014 – 05/2015  
Bangkok, Thailand

## Digital Marketing Manager Taskworld Inc.

In charge of all digital marketing activities and strategy world wide including marketing automation, lead nurturing, SEO & SEM, content marketing, social media, email marketing, PPC. Trained, mentored and run multi-cultural marketing and design team (8 pax).

## Achievements

- Managed marketing and design team (8 people)
- Responsible for whole digital presence
- Handling Marketing & Sales Budgets >US\$ 1.000.000 per Year
- Generated close to 100,000 registered users through organic and paid traffic
- Generated close to 10,000 signed up companies

03/2012 – 05/2014  
Bangkok, Thailand

## Digital Marketing Manager SoftControl.net Ltd.

In charge of all offsite and digital marketing activities including website, SEO +SEM, social media accounts and content marketing and lead generation. Direct and phone sales to pitch software products and development services.

- Management and improvement/optimization of company website
- SEO/SEM (On-page, Off-page)
- SMM (Facebook, Twitter, Google +, LinkedIn, YouTube, Slideshare)
- Copywriting, Content Marketing, email Marketing
- Lead Generation + form optimizations

01/2008 – 06/2012  
Köln, Deutschland

## Co-Founder, Chief Marketing Officer (CMO) my-league.com

Co-Founder and VP Marketing & Sales responsible for business development, sales and marketing of platform and services.

## Achievements

- Generated close to 25,000 registered users
- Clients won: Kaspersky Labs, Electronic Arts, Konami, MadCatz, 2kGames
- Hosted European Championships of Metal Gear Online (Konami, 2010)
- Hosted Super Series for Heroes of Newerth (S2 Games, 2010)
- Hosted Virtual League for FIFA (Electronic Arts, 2009)

# Education

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2010 – 2013  
Maastricht,  
The Netherlands

**International Business**  
**Zuyd University of Applied Sciences**  
Degree: Bachelor of Business Administration  
Major: Strategic Marketing

## Education

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Exchange: Mexico  
Internship: Thailand  
<https://www.zuyd.nl/en>

2011  
Monterrey, Mexiko

**International Business and Communication**  
**UDEM - Universidad de Monterrey**  
Exchange Semester  
<https://www.udem.edu.mx/en>

## Abilities

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### - DIGITAL MARKETING

Marketing Strategy



SEO/SEM



Content Marketing



Lead Generation



Social Media / PR



Video Marketing



E-Mail Marketing



Marketing Automation



### - SALES

B2B/Enterprise Sales



Inside Sales



Field Sales



Cold Calling



### - LANGUAGES

German  
**Native**

Englisch  
**Full**

Spanisch  
**Elementary**

Korean  
**Still learning :)**

### - OTHERS

SaaS



Start-Ups



User Retention



Project-Management



## Strengths

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# Creative # Visionary # Communication # Leadership # Adaptable # Motivating

## Tools

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Google Ads & Analytics, Hotjar, Intercom, Zendesk, Jira, SEMrush, Hootsuite, Slack, Hubspot, G-Suite