

# Christian Koch

## PERSONAL INFORMATION

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**Geburtsdatum:** 16.11.1985 / Templin, Germany

**Nationalität:** deutsch

**Adresse:** Ostpreußendamm, 65B, 12207 Berlin, Germany

**Telefonnummer:** +49 176 801 698 02

**E-Mail-Adresse:** koch@code-k.info

**Web:** devs.berlin

**Web:** linkedin.com/in/code-k

**Role:** Senior Developer & Teamlead | Full-stack | DevOps

## 01 PROFILE

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A motivated, versatile hands-on developer with leadership & general management skills as also >15 years experience in digital marketing & development. Always looking for new challenges.

Highly skilled Senior Software Engineer and Teamlead with extensive experience in fullstack development. Committed to delivering high-quality software solutions, leading teams to success, and driving project success. Seeking a challenging role where I can utilize my strong technical expertise, leadership skills, and passion for innovation to contribute to the growth and success of a dynamic organization.

## 02 EMPLOYMENT HISTORY

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02/2019 – present  
Berlin, Berlin,  
Deutschland

### **Senior CRM Developer | Teamlead | Fullstack \_crsd, Cruiseadors GmbH**

- Led a cross-functional team of developers to successfully deliver a complex software project, ensuring on-time delivery and adherence to quality standards.
- Implemented agile development methodologies, streamlining the software development lifecycle and increasing team efficiency by 20%.
- Developed and maintained scalable web applications using cutting-edge technologies, resulting in a 30% improvement in application performance.
- Mentored and coached junior engineers, fostering a collaborative work environment and facilitating knowledge sharing, resulting in a 40% reduction in onboarding time for new team members.

07/2015 – 01/2019  
Berlin, Germany

### **Teamlead Development | Direct Marketing United Digital Group, UDG Berlin GmbH**

**Clients:** mobile.de, eBay, bonprix, Telefonica O2, Huawei, GfK, Porsche and more.

#### **Main tasks:**

- Technical project-management & guidance

## 02 EMPLOYMENT HISTORY

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- Innovations driver
- Solution engineering
- Development of quality assurance processes - Strategic consulting
- Email & Template development
- Email campaign management
- Customer Journeys
- Web development (LPs & Microsites, Tools, CMS)
- Training and leadership of a small team with 2-4 employees - Resource planning
- IT Management & System Administration

### **Major Achievements:**

- Intranet Blog for mobile.de (Wordpress)
- Socialmedia-Guide for Telefonica O2 (Wordpress)
- Inhouse tool (called "X-Check") for internal and external feedback and quality assurance (Custom PHP/MySQL)
- Sent more than 1 billion emails for eBay

2015 – 2021  
Kleinmachnow / Berlin,  
Germany

### **Co-Founder & Partner Choo Refund UG**

- development & tech setup...

2011 – 06/2015  
Berlin, Germany

### **DM Development UDG Berlin GmbH | Former KMF Werbung GmbH**

**Clients:** eBay, mobile.de, Royal Canin, Navigon, Microsoft, Bentley and more.

### **Used e-Marketing Platforms:**

eMarsys, HubSpot, Salesforce Marketing Cloud, Mailchimp, etc.

01/2008 – 2011  
Berlin, Germany

### **Web Development | Programming KMF Werbung GmbH**

**Clients:** eBay, mobile.de, Royal Canin, Navigon, Microsoft and more.

- Frontend Development for Direct Marketing
- Development for Landingpages and Applications.
- Native Development for iOS Applications.

08/2002 – 10/2007  
Elmshorn / Pinneberg,  
Germany

### **Retail Salesman Familia Nord-Ost**

Training as a seller in the field of food & later subsequent execution of the profession.

## 03 EDUCATION

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2022 – present

### **Self-study in Machine Learning & AI**

## 03 EDUCATION

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|---|--|
| 2010 – present                          | <b>Self-study in iOS App Development</b>   |
| 2002 – present                          | <b>Self-study in Web Development</b>   |
| 07/2000 – 07/2002<br>Pinneberg, Germany | <b>Realschulabschluss<br/>Berufsschule Pinneberg</b><br>Apprenticeship / Training as a retail salesman |

## 04 INTERNSHIPS

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|-------------------|---|
| 01/2008 – 06/2008 | <b>Web Development at KMF Werbung GmbH</b>  |
| 06/2002 – 07/2002 | <b>Application development at University Trier</b><br>Six week holidays internship: <ul style="list-style-type: none"><li>• Pascal &amp; Delphi</li></ul> |

## 05 REFERENCES

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- |   |   |
|---|---|
| wolter@crsd.de                          | <b>Sebastian Wolter</b><br><b>_crsd, Cruiseadors GmbH</b><br>Current Managing Director & Founder of _crsd, Cruiseadors GmbH.<br><br>Former Managing Director at UDG Berlin GmbH & KMF.<br><br>Please don't contact yet without my explicit approval!! |
| rk@digillence.de,<br>+49 151 544 66 886 | <b>Ronald Koch</b><br><b>Salesforce, Germany</b><br>Senior Technical Consultant   |
| betterobjects@mac.com                   | <b>Thomas Rekittke</b><br><b>Impeo Software GmbH</b><br>Former Managing Director & CTO at UDG & KMF.  |
| tobias_schloesser@web.de                | <b>Tobias Schlösser</b><br><b>Sparkassen-Finanzportal GmbH</b><br>Former Managing Director at UDG Berlin GmbH.  |

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## 07 SKILLS

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### - GENERAL

Full Stack Development  
**FORTGESCHRITTEN**

DevOps  
**FORTGESCHRITTEN**

Team Collaboration  
**FORTGESCHRITTEN**

Technical Leadership  
**FORTGESCHRITTEN**

Agile Methodologies  
**FORTGESCHRITTEN**

### - LANGUAGES & FRAMEWORKS

HTML / CSS / SCSS



JavaScript



PHP



React



NodeJS



MongoDB



Typescript



SWIFT



OBJECTIVE-C



SQL / noSQL



AMPScript



GIT



GULP



Webpack



Rollup



and many more..



### - SYSTEMS & TOOLS

eMarsys



HubSpot



MailChimp



Salesforce, SFMC



Adobe Campaign  
Classic



bash



docker



wordpress



other cms systems



Woocommerce



magento 2



other e-commerce  
systems



Github Desktop



SourceTree



Dreamweaver



VS Code



CODA, SUBLIME, ATOM



XCODE & IB  
(Storyboards)



PhotoShop



Figma



## 07 SKILLS

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### - SYSTEMS & TOOLS

Sketch

Jira

Invision

and many more..

## ★ 08 STRENGTHS

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CRM

Technical expertise

Leadership skills

Problem-solving abilities

Strong communication

Team collaboration

Fullstack proficiency

Direct Marketing

Quality Assurance

## 09 LANGUAGES

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German

MUTTERSPRACHE

Englisch

FORTGESCHRITTEN

## 10 HOBBIES

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Boat trips



Saltwater  
Aquariums



Relaxing



Snowboarding



Family



Travelling



Programming



Latest Tech &  
Trends



Flight Sim  
Gaming