

Gordon Eisenach

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Zusammenfassung

Driven Marketing Lead with a hands-on approach, owning strategy, budgets, and team growth. Focused on performance- and impact-driven marketing, measurable lead generation, and optimizing processes and costs. Executive team member with proven experience in niche market development, thought leadership, trade shows, and Go-To-Market launches in the US. Passionate about building scalable systems and high-performing teams.

Berufliche Erfahrung

Head of Marketing | Z-LASER | Industrial Lasers | 11.2024 - today

1. Led the launch of a new company website (z-laser.com), designed for lead generation with a **resource hub**, blog, whitepapers, and a performance-optimized SEO & GEO-aware architecture. In just under 6 months.
2. Redesigned the marketing strategy and budget for 2025–2026, focusing on building a cohesive **global brand** across international sister companies.
3. Streamlined marketing expenditures by reviewing vendors & outdated processes, achieving savings of **> €80,000 per year**, which were reinvested into modern, high-impact initiatives.
4. Successfully integrated tracking & lead documentation across all channels (website, G-Ads, newsletters, **conferences**, etc.) to enable accurate reporting & data-driven controlling.
5. Expanded and structured the marketing team into a high-performing unit, reducing absenteeism from 4.8% in 2024 to **0.3% in 2025**.
6. Creation of a **cross-functional Resource Hub**. Filled with customer success stories, blog articles, videos, whitepapers, quick-start guides, best practices, GUIs and CADs.
7. Introduced AI via workshops for process optimization, assistant creation and **work-flow development** in the commercial sector for content management and content optimization.

Senior Marketing Manager | KyooBe Tech | BioTech Startup | 01.2023 - 10.2024

1. Identified a niche market for the pilot plant I22, focusing on customized vaccines.
2. Built marketing processes within the Business Development team, aligning strategy closely with the team's sales activities.
3. Successfully organized the company's presence at **10 conferences**, including multiple keynote presentations and high-impact networking events.
4. Supported the expansion of the I22 pilot machine into the US market by orchestrating a strategic US roadshow (Boston, New York, Chicago and San Diego).

Marketing Manager | Digalo | Digital Ad Agency | 02.2018 - 12.2022

Core Technical Skills

Social Media

Meta Business
Linkedin

PM Tools

Asana, Trello
M-Teams

Ads & Tracking

Google Suite
(Ads, GA, GTM)

AI Tools

Plattform: OpenAI, Gemini, Flux
Integrators: Langdock

Languages:

English - native speaker
German - native speaker
Spanish - A2 Level

Education:

HFU - Furtwangen University
2017 - 2019 (4 Semester)
B.A. Media Conception