

Gordon Eisenach

Business Development and Marketing Manager

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Dear Hiring Manager,

my name is Gordon Eisenach and I am writing to express my interest in joining your team as a **Business Development Manager**. Currently I am a **Business Development and Marketing Manager** at the bio-tech startup **KyooBe Tech** in Stuttgart, Germany. Since entering the workforce I have accrued over 6 years of combined experience in **Marketing, Sales and Business Development**. My work and entrepreneurial nature have led me to develop a **passion for discovering new market entry opportunities and forming strategic partnerships**.

My journey began at Digalo Digital Marketing in 2018 as its first full-time employee and Lead Marketing Manager. There, I took charge of building the performance marketing team, which I eventually grew to 4 members. Initially, we operated only on a project-based system, catering to one-time customer projects with no continued service. Instead, I introduced a monthly recurring revenue model reaching €40.000, significantly diversifying our revenue streams, and enabling the company to grow our team to 14 individuals.

In January 2023 I then started at KyooBe Tech in Stuttgart, Germany. There, I introduced the bio-tech company's pilot product "I22" into its first market niche: veterinary stock-specific vaccines. This marked a significant milestone for the company, as it defined a specific target group, laying the groundwork for future project developments and strategic partnerships. This initiative greatly contributed to kick-starting our footing within the industry, and enabled me to generate KyooBe Tech's inaugural revenue of 30,000€. Additionally, I overhauled our outreach program and brand exposure, shifting our efforts towards industry conventions and presentations.

My proudest achievement lies in the 2021 founding of my own company, Recovell Sports, a brand specializing in organic massage creams and recovery apparel. I personally crafted the business plan and meticulously planned its finances, securing an €80,000 seed investment. I then managed both the brand and product development, streamlining operations for efficiency by implementing a predominantly automated system for advertising, sales, and customer fulfillment. This system is now active in three European countries, resulting in an average monthly revenue increase of 20-25%. Furthermore, I gained valuable experience in defending the company and brand from external competitor attacks, successfully solidifying Recovell's position in the market.

These unique experiences shaped my growth as a business developer, marketing specialist, and team leader. They equipped me with the necessary toolset to make a significant impact in your team and company. I look forward to discussing your open position and my qualifications at your convenience.

With kind regards,


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Summary

As a Business Development and Marketing Manager, I led the transformation of Digalo Digital Marketing's business model, expanded KyooBe Tech's market presence, and founded Recovell Sports, achieving significant revenue increases and market recognition across multiple industries. Today I am looking for a new opportunity to drive growth and build strategic partnerships in the exciting field of.

Professional Experience

Business Development Manager | KyooBe Tech | Jan. 2023 - today

1. Discovering 1 of our 2 unique market niches: the industry of stock-specific veterinary vaccines.
2. Successfully securing our first customer and generating KyooBe Tech's inaugural €30.000 revenue, selling our service of feasibility studies.
3. Successfully organized our exhibition at 10 conventions, various keynote speaker presentations, and impactful networking events.
4. Continuing the expansion of our pilot machine I22 into the US market through the orchestration of a strategic US "Roadshow", visiting leads and engaging potential partners.

Founder | Recovell Sports | Dec. 2021 - today

1. Secured €80.000 business financing. Highlighting proficiency in financial strategy and adept navigation of diverse funding channels.
2. Managed both the brand and product development. From design to production, showcasing efficient project execution and problem-solving.
3. Implemented an automated system for advertising through fulfillment in 3 countries, resulting in monthly revenue increase of 20-25%.
4. Navigated legal challenges posed by external competitors, successfully defending the brand's existence and integrity.

Lead Marketing Manager | Digalo Digital Marketing | Feb. 2018 - Dec. 2022

1. Built and lead a 4-person high-performing marketing team, generating up to €40.000 per month (MRR).
2. Orchestrated our strategic addition of a robust monthly revenue system, significantly boosting Digalo's financial stability.
3. Integrated our own marketing system into Digalo's own advertising. Resulting in a consistent flow of quality leads within the 20k - 60k € range.

Key Technical Skills

Social Media

Meta Business
Linkedin

CRM Tools

JAMA Connect
Salesforce

PM Tools

Asana and Trello
M-Teams

Advertising

Google Ads
Bing Ads

AI Tools

Creator AI
OpenAI

Languages:

English - native speaker
German - native speaker
Spanish - B1 level

Education:

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