

CHRISTIAN LOTTER

Master of Business Administration



04/2017 –
09/2017

07/2015 –
03/2017

01/2010 –
04/2015

03/2009 –
12/2009

PERSONAL DATA

- 📍 Born 23rd July 1981 in Nabburg
- 🏠 Bahnhofstrasse 8
D-82418 Murnau, Germany
- 🔒 Married
- ☎ +49 174 166 25 34
- ✉ lotter.christian@gmail.com

SKILLS

| | |
|------------------|----------------------|
| MS Office | ████████████████████ |
| Online-Marketing | ██████████████████ |
| Wordpress | ██████████████████ |
| TYPO3 | ██████████████████ |
| HTML & CSS | ██████████████████ |

LANGUAGES

| | |
|---------|----------------------|
| German | ████████████████████ |
| English | ██████████████████ |
| Spanish | ██████████████████ |
| Swedish | ██████████████████ |
| Italian | ██████████████████ |

LEISURE

Mountain biking, ski touring,
mountaineering, music and travelling

CURRENT EMPLOYMENT

ELECTRONIC MARKETING & SALES (Training) 📍 Munich (D)
at Wildner AG - Academy for Digital Economy & Management

- Professional web design, usability and user experience
- **Web content management**, TYPO3 and shop systems
- **Online marketing**, search engine optimization (SEO) and advertising psychology

WORK EXPERIENCE

SALES & KEY ACCOUNT MANAGER 📍 Munich (D)
at neusta destination solutions GmbH / hubermedia GmbH

neusta destination solutions develops **web projects** and **IT solutions** for tourism destinations, starting from **strategic planning and conceptualization** to the visual and **technical implementation**.

- Strategic **product conception** in coordination with the **management board** as well as the company's own **graphics and IT department**
- **Internal project management** including quality assurance for the development of **internal and external IT services**
- **Consulting and support** of tourism regions to **digitize** their guest information and services
- **Key account management** incl. acquisition and presentation of product innovations and work results in front of the customer
- **Webinars** with customers on **complex products** as well as **in-house trainings** on the product range
- Development and control of the **brand and distribution strategy** on the **digital communication channels**

MARKETING & PROJECT MANAGER 📍 Munich (D)
at 3D RealityMaps GmbH

3D RealityMaps GmbH is a specialized company for the development of **true-to-realistic 3D models** of cities and landscapes, and a provider of web applications. Customers are **tourism destinations** and national authorities.

- Conception and coordination of the **development of a new online portal** to strengthen the market penetration
- **New development of an mobile app** in collaboration with **internal and external IT development teams**, incl. link with the online portal
- Review of **quality criteria** for IT products, such as intuitive **user guidance**, **bug-free operation** and compliance with **market guidelines**
- **Project management** of all customer projects, including quotation, budget planning and controlling
- Market research, preliminary discussions and selection of **external IT service providers** in consultation with the management
- Control the company-wide **marketing strategy** on the relevant communication levels for the target group markets

PROJECT MANAGER 📍 Regensburg (D)
as freelancer at Acht Kubikmeter

Acht Kubikmeter is a young and dynamic **agency for advertising and web projects** with a professional creative team for various industries.

- **Concept development** of web projects for clients
- Analysis of **usability** of web applications

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04/2008 –
06/2008

FURTHER WORK EXPERIENCE

PROJECT ASSISTANT - MARKET RESEARCH

Stockholm (S)

at Kairos Future

Kairos Future is an international *consulting and research company* that helps companies to internalize and actively shape **future scenarios**.

- **Analysis for upcoming trends** in the sport and travel market
- Performance and assistance of **seminars and workshops**

04/2007 –
03/2008

PROJECT MANAGER - MARKET RESEARCH

Munich (D)

at *gato international AG*

gato International Tourism Organization AG specializes in the development of **strategic concepts for hotels and tourism destinations**.

- **Market- and target group analysis** for tourism destinations
- **Product analysis** for development projects
- Advancement of existing **tourism concepts and strategies**

05/2006 –
03/2007

STUDENT TRAINEE

Munich (D)

at *TÜV Süd Management Service AG, department service quality*

03/2005 –
09/2005

INTERN

Puerto Varas (CL)

at *Surnativo, department destination development*

03/2003 –
08/2003

INTERN

Munich (D)

at *Jochen Schweizer GmbH, department event management*

EDUCATION

03/2004 –
07/2007

TOURISM MANAGEMENT

Munich (D)

University of Applied Sciences of Munich, Germany

- Focus: Transport, tourism and leisure industry
- Degree: Master of Business Administration

08/2003 –
12/2003

TOURISM MANAGEMENT

Vaasa (FIN)

University of Vaasa, Finland

- Focus: Transport, tourism and leisure industry
- Exchange semester (Erasmus program)

10/2000 –
02/2003

BUSINESS ECONOMICS

Weiden (D)

University of Applied Sciences of Amberg-Weiden, Germany

- Basic studies
- Degree: Intermediate diploma

CONTACT

+49 174 166 25 34

lotter.christian@gmail.com

www.christian-lotter.de