



FABIAN ROSSBACHER

- Diploma in Business Information Systems
- E-COMMERCE & PERFORMANCE MARKETING / SEO EXPERT
- Interim CMO

PERSONAL INFORMATION

- Date of birth: 29.09.1982
- Nationality: German
- Languages: English

EDUCATION AND EXPERIENCE

2004 – 2008

Diploma in Business Information Systems, RFH Cologne

2008 – PRESENT

E-Commerce Consultant with a focus on performance marketing

EXPERTISE

Learn more about my expertise.

GOOGLE SEO

Technical SEO, On-page and Off-page SEO, content marketing, local SEO, UX, analytics and monitoring, trends, and features

PROFILE

With my experience in online marketing and IT, I specialize in e-commerce and performance marketing with a technical focus. My core competencies lie in the areas of Google SEO, affiliate marketing, Google Ads, Facebook PPC, and email marketing, which I combine with my expertise as a software developer.

A defining project was founding *singleboerse.de*, a comparison platform for dating websites, which I developed technically and built strategically and commercially. Following successful growth, the platform was sold as part of a planned exit strategy.

To foster professional exchange in the SEO field, I initiated the *SEO-DAY Conference*, which is now one of the most important events for SEOs in Germany. Combining technical and entrepreneurial expertise, I advise companies on in-depth analyses, strategic decisions, and management at C-level.

PROFESSIONAL QUALIFICATIONS

- Team leadership: >25 employees
- Project management: >50 employees
- Software engineering and development
- Coding and business planning
- Exit strategies
- SEO
- AI

PERSONAL QUALIFICATIONS

- Adaptive
- Analytical
- Team player
- Visionary
- Motivated
- Professional
- Organized
- Goal-oriented

AI

Goal setting, applications, tools and technologies, data management, personalization, customer journey, automation, trends, challenges, and solutions

ADWORDS

Setup and structuring, keyword research and management, audience targeting, bidding strategies, landing pages, tools, and features

FACEBOOK ADS

Account and campaign structuring, audience targeting, ad formats, budgeting, placements, tracking and analytics, optimization

AMAZON

Seller account basics, advertising objectives, ad types, keyword research and management, bidding strategies, product optimization, audience targeting, analytics, optimization, automation, and tools

EMAIL MARKETING

Key objectives, KPIs, building and maintaining email lists, email types, content creation, automation, timing, frequency, analytics, legal compliance, integration with other channels, trends, and AI innovations

PROJECTS AND MANDATES

Performance Marketing Consultancy January 2023 – Present

Reverse Retail GmbH

- Recruited a new marketing team
- Enhanced performance marketing channels
- Success: Change management and development of a strategy for revenue growth

Performance Marketing Strategy/ Consultant January 2022 – December 2022

Yieldkit GmbH

- Reorganized the marketing team
- Success: Developed a structural organization for top management and filled key positions

E-Commerce Consultant – Focus: 360° SEO September 2021 – December 2021

Zapf Creation AG

- Built performance marketing team structures for direct-to-consumer sales
- Success: Established organizational structures for top management

Interim Consultant – Strategy & Performance Marketing November 2019 – June 2020

squeaker.net – Staufenbiel Institut

- Developed on-page and off-page strategies
- Coached and trained existing teams
- Success: Qualified the marketing team and implemented essential SEO processes, leading to a significant performance improvement

Interim Global Lead E-Commerce / Head of Performance May 2018 – September 2019

tesa.de – tesa.cn – tesa SE

- Managed global e-commerce activities with a focus on SEO and paid advertising
- Success: Partnered with agencies for SEO, SEA, Facebook PPC, and email marketing. Oversaw 5 pilot e-commerce projects

Interim CTO / Interim CMO October 2016 – November 2017

crowdfox.com - Crowdfox GmbH

- Restructured performance marketing and led a C-level team of 80 employees
- Success: Increased monthly revenue from €900,000 to €4,000,000 within 10 months

AFFILIATE MARKETING

Selection of an affiliate model / affiliates,
Platform and tools,
Commissions and incentives,
Content strategy,
Compliance and transparency,
Communication and relationship management

CONVERSION

Target audience analysis,
Define conversion goals,
Funnel analysis,
Content optimization,
Design and usability,
Call-to-action,
Building trust,
Testing and experimentation,
Forms and checkout process,
Remarketing and retargeting

PROGRAMMING

Defining goals,
Planning system architecture,
Programming languages,
Design,
Optimization of database queries,
Security,
Scalability,
Monitoring and maintenance,
Data processing and analytics,
Testing and validation

Interim Performance Consultant

January 2016 – July 2016

ivu.de – IVU traffic technologies AG

- Conducted software performance analysis and developed a refactoring strategy. Analyzed and redesigned a software search component based on Elasticsearch.
- Success: Achieved a 100% performance improvement, enabling the continued use of the component in live operations.

Interim Head of Performance (International)

November 2014 – December 2015

redcoon.de - Redcoon GmbH

- Restructured a 25-person performance marketing team across 7 countries
- Success: Optimized channels (SEO, SEA, affiliate marketing), saving €3,000,000 monthly in affiliate marketing costs