



Hannes Von Bloh, MSc

Owner @ fleroh.com // Digital Marketing // Content Creation// Translation

Online Marketer & Author with a focus on Food & Beverages, Fashion and Travel. Team worker.



hannes@fleroh.com



+49 1573 4976175



Soest, Germany

SKILLS

Online Marketing

Copywriting

SEO

SEA

Content Management

Translation

Newsletter Marketing

Branding

Amazon Listing Management

Online Shop Management

LANGUAGES

German

Native or Bilingual Proficiency

English

Full Professional Proficiency

Dutch

Full Professional Proficiency

Spanish


Limited Working Proficiency

French

Limited Working Proficiency

WORK EXPERIENCE

Owner

Fleroh GbR 

09/2018 – Present

Soest

Communications Agency – Digital Marketing, Copywriting, Content Creation, Translation

Clients

- TripAdvisor
- Aston Martin
- Rimowa
- Caritas
- Hotels.com
- Head
- freshorado
- ...and many more

Website: www.fleroh.com

Freelancer

Self

07/2016 – 09/2018

Berlin

Tasks

- Digital Marketing
- Copywriting
- Content Creation
- Translation

Senior Operations Manager

Trado GmbH

10/2017 – 02/2018

Berlin

E-Commerce & Blockchain Business

Tasks

- Planning & conception of one of the largest ICO projects worldwide
- Writing of White Papers
- Administration of production teams
- Preparation and execution of product rollouts

INTERESTS

Nutrition

Fitness

Fashion

Design

Tech

WORK EXPERIENCE

Head of Supply Chain

Kreativis GmbH

01/2017 – 10/2017

E-Commerce Business

Berlin

Aufgabenbereiche

- Supply chain planning, monitoring and optimization
- Global Sourcing
- Development of new business relations in the Asian region

EDUCATION

MSc Management, Economics & Consumer Studies

Wageningen University and Research Centre

09/2014 – 10/2016

Wageningen, Netherlands

Focus

- Major: Consumer Studies
- Master Thesis: „Authenticity in Food Marketing – The Effects of Authentic Marketing on Consumer Evaluations“

BSc Business and Consumer Studies

Wageningen University and Research Centre

09/2011 – 08/2014

Wageningen, Netherlands

Focus

- Major: Consumer Studies
- Bachelor Thesis: „Consumer Food Waste – An Assessment of Theories and Theoretical Applications to Understand and Tackle Food Waste Practices Among Consumers“