

Julia Hager

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PROFILE SUMMARY

Digital marketing executive with over 20 years of experience driving global digital transformation and change management. Recent BSc. in applied psychology with the focus Cyber-psychology. Skilled and experienced trainer, single-coach and mentor. Now seeking to switch careers and work as a psychologist who helps others to find a positive and healthy relationship with the digital and virtual world.

Please [visit my application website](#) to see proof of qualification and certifications.

CORE COMPETENCIES/SKILLS

- User Interface and user journey design | Digital Process Improvement |
- Cyber-Security and Cyber-Psychology application and training
- Global inclusive Leadership | Cross-Functional Collaboration | Ideation to Implementation | Cyber Risk Assessment & Mitigation
- Exceptional organisation, written and advisory communication skills | Advanced trainer and coach
- Excellent analytical, reasoning, and critical-thinking skills with attention to details.
- Technical Core: HTML, CSS, CRM-, CM- and MarTech Stack system governance & admin

WORK EXPERIENCE

Brambles Group, Cologne, Germany

July 2022 – June 2025

Senior Manager, Global Digital Channels (remote)

- Management of the marketing automation ecosystem and the strategy of the marketing technology stack
- Coordination & implementation of the IT security strategy for external digital channels and digital marketing applications in close cooperation with the cybersecurity team
- Management, development and implementation of the strategy for external digital channels and business ownership of the global website chep.com
- Management and implementation of the new branding strategy in all applications and channels
- *Groups Training and single coaching* of marketing employees in all countries in the use of all digital applications used, as well as the marketing strategy for the various channels and the correct digital use of the new branding

Brambles Group, Cologne, Germany

June 2019 – Jun 2022

Senior Manager, Global Digital Marketing (remote)

- Leadership, development and implementation of the global digital marketing strategy and search engine optimisation strategy
- Leadership of the marketing automation ecosystem and marketing technology stack strategy
- Global capability ownership of the strategic implementation of the marketing automation system Salesforce Pardot and its cross-platform user journey and user experience designs
- Leadership, development and implementation of the strategy for external digital channels and business ownership of the global website chep.com
- Coordination & implementation of the IT security strategy for external digital channels and digital marketing applications in close cooperation with the cybersecurity team
- Pro-active collaboration with all business units to drive the effective use of digital technologies
- *Group training and individual coaching* of marketing employees from all countries in the use of all digital applications used, as well as the marketing strategy for the various channels

CHEP - Brambles Group, Cologne, Germany
Manager, Digital Marketing & Operations EMEA (remote)

Jan 2017 – May 2019

- Management, technical implementation and localization support of CHEP's new global web presence in 30 EU countries and in 20 languages
- Project management of the introduction of digital marketing, especially email marketing automations and social media marketing
- Technical implementation of the marketing automation platform Eloqua (as Eloqua Certified Product Master & Partner Specialist)
- Creation, management and implementation of a global social media marketing and channel strategy, as well as leadership of the global social media steering committee
- *Group training and individual coaching* of marketing employees in the 30 countries on the principles of digital marketing, the application of all digital applications used, as well as the marketing strategy for the various channels

Verticurl - WPP Group, London, UK
Manager, Account Manager EMEA (remote)

Mar 2013 – Jan 2017

- Leadership of several marketing automation implementation projects for enterprise clients of Verticurl in the region of Europe, such as DELL, Equinix, Wiley, Lenovo, BOX, Western Digital
- *Group training and individual coaching* of the client's marketing employees in digital marketing strategy and application usage

Work Experience Abroad: Account Manager & Trainer | Sykes, Edinburgh, Scotland

Mar - Dec 2007

- **Train the trainer certification**

August 2007

Voluntary work:

- **Mentor** | CHEP, globally
- **Co-Chair Neurodiversity Employee Resource Group Committee**
CHEP, globally

July 2020 - June 2025

July 2024 - June 2025

Languages: Professional fluency in English, German native speaker

EDUCATION

Bachelor of Science, Digital Psychology | University of Applied Management Munich, GER **March 2025**

Multimedia Screen Designer IHK | Multimedia Academy Nuremberg, GER **2003**

State-approved Translator and Interpreter English | Friedrich Alexander University Erlangen, GER **1999**

Upcoming:

Master of Science, Positive Psychology & Coaching | German University of Health and Sports,
Munich, GER | Semi-virtual part-time master program.

Sept. 2025 - March 2027