

Julia Hager

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PROFILE SUMMARY

Digital marketing executive with over 20 years of experience driving global digital transformation and marketing automation at scale. Proven leader in aligning MarTech innovation with business strategy, elevating brand experiences, and managing large cross-functional teams. Skilled in translating technical insights into actionable business outcomes and leading organizations through change with curiosity, candor, and courage.

CORE COMPETENCIES/SKILLS

- User Interface and user journey design | Digital Process Improvement |
- Cyber-Security and Cyber-Psychology application in MarTech design
- Global inclusive Leadership | Cross-Functional Collaboration | Ideation to Implementation | Cyber Risk Assessment & Mitigation
- Exceptional organisation, written and goal-oriented 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

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

Mar - Dec 2007

Voluntary work:

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

July 2020 - June 2025

July 2024 - June 2025

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