

Fabian Beining

Investment Enthusiast, Digital Marketing Expert, Entrepreneur



EXPERIENCE

Edusulting, Berlin — Digital Consulting for Startups *Founder*

Nov 2018 - Aug 2020

- Product development for digital consulting for startups in various stages,
- Performing market research and implementing go-to-market strategy for a scalable business model,
- Establishing and applying digital marketing strategies (SEO and SEA, and online marketing campaigns)
- Developing the company website, both frontend and backend.

Cipo & Baxx, Düsseldorf — Clothing Design and Manufacturing Company

eCommerce Manager

Feb - Oct 2018

- Developing an eCommerce Shop with WooCommerce,
- Building up the brand on Amazon Marketplace and running campaigns (Listing, Optimization, and PPC),
- Working with Google Analytics and Google Search Console on a daily basis,
- Managing Facebook and Google Ads Campaigns,
- Communicating clients and vendors.

Goldpay, Heidelberg — Gold-backed blockchain payment provider

Co-Founder

Feb 2012 - Jun 2015

- Developing the business case and business plan
- Performing investor acquisition
- Working with freelancers to build a prototype

TauRes, Magdeburg, Gesellschaft für Investmentberatung

PERSONAL INFO

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12049, Berlin

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fabianbeining.de

SKILLS

Business Development, Product Development, B2B Consulting, 34f Licence (IHK, *in progress*), Stock Market Trend Analysis, Digital Marketing (including SEO & SEA), Website Development

Entrepreneurial attitude & work habits, Lean & Efficient working style, Focus-on Result

English (fluent), German (native)

EDUCATION

Magdeburg
Otto-von-Guericke
University — B.Sc. Degree at
Faculty of Economic Science

Oct 2013 - Jul 2017

Business Administration

Thesis Topic: “*On the Timing and Scale Effect of Investment*”

Intern

Jun - Sep 2016

- Developing personalized insurance and investment portfolios and consulting clients.
- Taking part in investment and consulting internal training.