



Thomas Keller

Digital marketing and communications.

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Digital marketing and communications for global B2B teams: websites, value propositions, campaigns, marketing automation and the training that lets teams run them. Built from what experts know, and still in use years after handover.

Experience

Senior Expert Global Digital Marketing

DHL Global Forwarding | Bonn, Germany | September 2023 - March 2025

- 100+ campaigns in six months: trained marketing teams in 43 countries to run their own, with a video library still in use.
- Owned the greenfield Salesforce MCAE (Pardot) rollout to delivery; built the pages, emails and shared templates hands-on.
- Business owner for the division's DHL.com site: brought authoring and reporting in-house on Adobe Experience Manager.
- Brought twenty types of internal message into five Outlook templates and one set of rules any communicator could run.
- Defined the division's value proposition end to end: dozens of claims cut to one promise, three pillars and nine proofs.

Global Digital Marketing Expert

DHL Global Forwarding | Bonn, Germany | April 2021 - August 2023

- Business owner for the division's website through a complete redesign rolled out to 100+ countries: owned the information architecture, directed the UX agency, brokered requirements with the Group. DPDHL Group CEO Award (project team).
- Restructured a portfolio of some forty offers into six product families, value-added services and sector expertise, then presented and defended it to senior management; the structure still carries the website and the sales material.
- Defined value propositions for eight target sectors, from luxury fashion to aerospace, through structured workshops with sector leads; the template and case-study format became a standing program, refreshed every year.
- Doubled newsletter interactions and lifted click-through from under 10% to over 15%: insourced email marketing, split the newsletter into two focused monthly market updates, moved everything else into interest-based campaigns.

Global Strategic Project Manager

DHL Global Forwarding | Bonn, Germany | April 2018 - March 2021

- EUR 3 million in annual savings, CEO Award (division): identified undetected FX losses in ocean carrier billing and built the business case that moved country management to USD supplier billing, with the Product and Finance teams.
- Led the division's first content marketing and SEA program, researching and writing the articles and visuals: its customs guide alone drew close to half of the division's thought-leadership traffic, and later guide series followed its blueprint.
- Managed a three-person offshore BI team delivering QlikSense dashboards, from requirements to release.

Project Management Officer

DHL Global Forwarding | Basel, Switzerland | May 2017 - March 2018

Intern, Sales Direction Western Europe

Nike European Operations Netherlands | Hilversum, Netherlands | March 2016 - September 2016

- Built sales presentations for major-account buyers, top-to-top decks for retailer leadership, and digital sales catalogs.

Public Service Interpreter (English), Freelance

CADA A.P.P.U.I.S. | Mulhouse, France | May 2015 - February 2016

English Teacher, Higher Education

Kedi Formation | Mulhouse, France | April 2015 - February 2016

Sales Associate (French, English, German), Performance Footwear

Nike European Operations Netherlands | Mulhouse, France | February 2014 - January 2016

Additional experience

Career Break, Japan (Working Holiday Program)

April 2025 - April 2026

- Rebuilt the English website of a Miyajima guesthouse, live as delivered; taught English in rural Japan as volunteer team lead.

Skills

Languages: French (C2, native), English (C2, fluent), German (B2, actively improving)

Platforms and analytics: Salesforce MCAE (Pardot), Adobe Experience Manager, Adobe Analytics, WordPress, QlikSense

Content and design: copywriting and editorial, landing pages and email, HTML/CSS, Canva, PowerPoint, DaVinci Resolve

Education

Master's Degree in Cross-Cultural Management & International Business, University of Upper Alsace, France, 2016

Bachelor's Degree in Applied Languages, Economics & Cross-Cultural Management, University of Upper Alsace, France, 2014