

PASCAL SCHOOG

Marketing Professional

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PROFESSIONAL CAREER

Director Marketing Automation

markenautomat – part of markenmut AG

▶ 10/2018 – today worldwide

- Marketing Automation Consulting
- Digital Project Management
- Business Building
- Value Creation

Head of Marketing Central Europe

Thomas Cook Touristik GmbH

▶ 06/2012 – 09/2018 Oberursel im Taunus

Business Leader Chemical Hair Removal

Procter & Gamble Service GmbH

▶ 08/2010 – 06/2012 Darmstadt

Sr. Marketing Production Manager

Procter & Gamble Service GmbH

▶ 08/2007 – 08/2010 Schwalbach am Taunus

Sr. Marketing Purchasing Manager

Procter & Gamble Service GmbH

▶ 08/2005 – 08/2007 Kronberg im Taunus

Team Lead Marketing Production

CMF Advertising GmbH

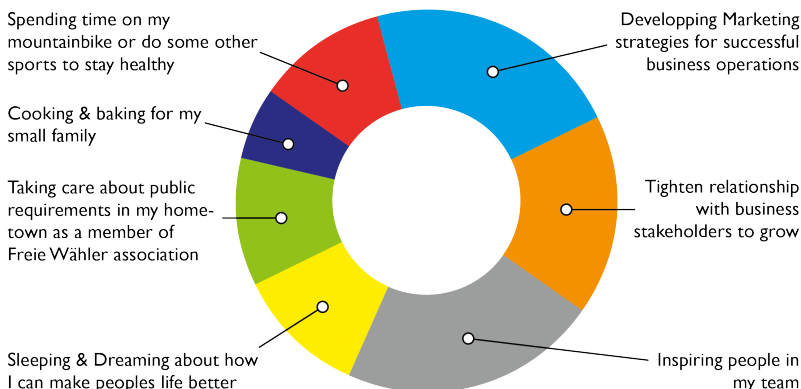
▶ 07/2004 – 08/2005 Mörfelden-Waldorf

Marketing Manager

brand production

▶ 06/2002 – 07/2004 Frankfurt am Main

A DAY IN MY LIFE



LIFE PHILOSOPHY

„Go ahead, don't stop.

MOST PROUD OF



Recognition I received

With 95% of leadership score from my teams



Marketing Transformation I led

Despite massive market pressure I showed how successful the digital transformation can be done



Improving lifes

The market introduction of the “24h-Promise” for Thomas Cook was the Game Changer towards a customer centric company

STRENGTHS

Inspiring

Leader

Creative

Structured

Marketing

Business Management

Consulting

Automation

LANGUAGES

English



French



German



EDUCATION

MBA

Fachhochschule für Ökonomie und Management

▶ 04/2006 – 04/2008 Frankfurt/Zandvoort

Dipl.-Ing. (FH)

Hochschule der Medien

▶ 10/1998 – 04/2002 Stuttgart