

## **Creative brand strategist.**

Internationally experienced, creative, committed and empathetic team leader, 30+ years in the strategic and operational management of brands, equipped with customer-centered and solution-oriented thinking and acting. Proven competence and moderation skills for networking internal and external stakeholder, bilingual, convincing and confident presenter, authentic and reputable in appearance. A visionary and agile decision-maker who sets priorities and achieves goals effectively and efficiently.

»Recognize strengths and potential, evaluate risks and obstacles and develop possible solutions. Analyze logically and in a structured way, create visionary ideas and concepts, focus on operational excellence while remaining calm and authentic in stressful situations.«

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## **NIKOLAI NENGELKEN**

Bachelor of Fine Arts in Communication

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German citizenship



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## **SKILLS**

- > Strategic Brand Management and Communications (all channels)
- > Marketing Management (B2B, B2C)
- > Creative Direction (Live-Communication, classic, digital)
- > Availability: Flexible (full time – freelance)
- > References: <https://www.nengelken.de/download.html>

## **LANGUAGES**

- > German, Mother tongue
- > English, business fluent in written and spoken

## EMPLOYMENT HISTORY

DECEMBER 2021 - TODAY

MC<sup>2</sup> Europe, Hilden | Brand Experience Solutions

**Director of Brand Strategy | Creative Director** [permanent freelancer]

- > Management and staff responsibility Concept, Design department
- > Planning, development and design of creative and brand communication concepts for international clients

■ Key Accomplishments: [1] Success rate of over 65 percent in new customer business. [2] Retention of at least 4 companies with follow-up orders. [3] Recruitment of a valuable employee for the company.

OCTOBER 2021 - TODAY

Strategic Brand Management and Communications N. Nengelken

**Consulting** | [www.nengelken.de](http://www.nengelken.de)

**Support for SMBs without sufficient internal marketing capacities | Strategic brand management and communication**

- > The companies receive an immediately assessable service with a time component and a clearly defined cost framework.

■ Key Accomplishments: [1] Supporting a client in the successful takeover of a competitor. [2] Significant increase in the number of members and total turnover of a client. [3] Significant increase in awareness, online search presence (Google ranking) and turnover of a client.

DECEMBER 2017 - MARCH 2021

GES GmbH & Co. KG, Velbert

**Creative Director | Head of Design | Interim Head of Marketing Germany**

- > Management and employee responsibility Creative department
- > Overall responsibility for planning and developing strategy and brand communication concepts for international clients
- > Planning and conducting presentations and customer briefings
- > Clients: Blanco, Wilo, Trekstor, SanSwiss, Resideo, Honeywell, MSD, Husky, HP, Grenzebach, Maersk, Grafe, Garrett, Fooke, Astellas, Alwitra.

■ Key Accomplishments: [1] Success rate of new customer acquisition over 50 percent. [2] Transformation of the company from stand builder to partner for live communication (development of strategic and operational marketing plan, strategic realignment, target group differentiation, cost structure analysis, communication concept).

PARALLEL 2020 - 2021

Brand Development | StartUp

**[www.deineverwaltung.com](http://www.deineverwaltung.com)** | Digital real estate management;

- > Brand development, Marketing, Communication concept, Online, UI/UX,

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## EMPLOYMENT HISTORY

JANUARY 2016 - JULY 2017

Sabbatical

MAY 2001 - DECEMBER 2015

nengelken.werbeagentur., Köln

### **Owner | Managing Director**

- > Support for international clients from the pharma, healthcare, IT, real estate, raw materials, packaging, sports, capital goods and trade (B2B, B2C)
- > Development of analog and digital marketing and communication concepts, as well as live communication/spatial communication
- > Management of permanent and freelance staff
- > Clients: Imation Corp., aescologic AG, Alcan Packaging S.A.S., HR Luhr, aluflam GmbH, Alpina/GGP, KEC Die Haie, Norsk Hydro.

■ Key Accomplishments: [1] Support of a 3M SpinOff and development to the #1 for commercial data backup technologies. [2] Marketing support for a DEL ice hockey team and the associated achievement of new spectator records. [3] Successful brand development and positioning.

SEPTEMBER 1994 - JULY 2001

Planungsteam und Messeplanteam, Köln

### **Creative Director | Art Director**

- > Responsible for the creative output of the agencies
- > Planning and conducting presentations and pitches
- > Clients: Bayer AG, VAW aluminium AG, Norsk Hydro, Armstrong World Ind., Zanders Feinpapiere AG, Epson Electronics GmbH, KHD Humboldt Wedag Processautomation GmbH, Westmin Talc B.V., PJ Dahlhausen.

MAY 1993 - AUGUST 1994

FCA! Werbeagentur, Düsseldorf

### **Junior Art Director**

- > Clients: Skôda, Kimberly Clark, Ramazotti.

## EDUCATION

SEPTEMBER 1989 - AUGUST 1992

- > Art Center College of Design (Europe), Montreux, CH;  
**Bachelor of Fine Arts in Communication (BFA)**