



MAX ACHMEDSCHIN

MARKETING | BUSINESS DEVELOPMENT | ENTREPRENEURSHIP

EDUCATION

MASTER OF SCIENCE IN STRATEGIC MANAGEMENT

Leopold-Franzens-University | 2020 - 2022

Master Thesis:

Performance measurement in public funded start-up accelerators: KPIs of public accelerators

BACHELOR OF SCIENCE IN ECONOMICS

Leopold-Franzens-University | 2016 - 2019

LANGUAGES

German: Nativ

Russian: Nativ

English: C2

ADDITIONAL SKILLS

- Project Management Skills
- Digital Marketing
- Negotiation
- Webpage design
- Graphic design
- Indesign
- Adobe (basic)
- Canva
- SEO (certified by Google)
- Lean start up approach
- Communication Skills

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WORK EXPERIENCE

OKT 2020 - TODAY

MARKETING AGENCY | SELF EMPLOYED

MAX-A

- Initiated a series of marketing campaigns including SEM, digital, and social media.
- Supported companies from foundation with branding, graphic design & webpage design to later stage strategy concepts, SEO & marketing campaigns. (New business development)

FEB 2019 - DEZ 2019

ACCOUNTANT | INTRAPRENEUR

BMW AG | MÜNCHEN

- Assistant to the Head of Accounting for Group EI-223 in the framework of an internship for 7 months.
- Subsequent extension of the employment contract by 4 months as part of BMW's corporate accelerator program (BMW Accelerator). Establishment of a start-up with own team. (Smart City Now)

APR 2017 - JUN 2022

SALES

LOGISTIC ASSISTANT SYSTEMS (IT START UP)

- Doubling the number of customers within 1 year through cold acquisition.
- Customer care and strengthening of the customer relationship after acquisition.

