

PETER SCHIMKE

Digital Strategist + Writer = Storyteller

Digital growth strategist and marketer with 10+ years of international in-house and agency experience.



MAIL

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PORTFOLIO

- peter-schimke.com/portfolio

LINKEDIN

- linkedin.com/in/peterschimke

Abilities

PROFESSIONAL

- Uncover insights to drive opportunities and innovation
- Lead research, discovery and planning
- Digital, mobile, social, SEO, e-commerce, analytics
- Experience with creative, brand and channel planning
- Able to create integrated communications strategies
- Transform data and analytics into actionable plans
- Ability to plan across digital customer journeys

PERSONAL

- Strong interpersonal skills with colleagues and clients
- Macro-level thinking to translate insights into strategies
- Entrepreneurial mindset with pragmatic approach
- Ability to identify people's needs and opportunities
- Highly-organised and results-orientated planner
- Naturally curious explorer with nurture intellect
- Collaborative and digitally-focused

Education

MASTER OF ARTS

- Comparative Literature
University of Amsterdam, 2012 - 2013

BACHELOR OF LIBERAL ARTS

- Literature and Film Studies, graduated with honours
Amsterdam University College, 2009 - 2012

Experience

MARKETING GROWTH STRATEGIST

Automattic, Remote, April 2021 - present

- Led digital planning and strategies for corporate, tech and consumer brand campaigns across Southeast Asia and APAC
- Created results-driven digital strategies, including content marketing, social, lead generation initiatives, SEO strategies and regional campaigns
- In charge of insights and analytics to develop digital campaigns that deliver on client objectives across multiple touchpoints and channels
- Lead for global and regional clients: Facebook, Instagram, WhatsApp, LinkedIn, Kimberly-Clark, Monster.com, PropertyGuru Southeast Asia

DIGITAL STRATEGIST & EDITOR

MetLife Asia, Singapore, March 2016 - May 2017

- Ideation, planning and execution of the brand's regional digital strategy (content, SEO, lead generation, social media, email marketing)
- Ensured consistency in tone of voice for all content marketing material across 8 markets in APAC
- Performance analysis and engagement management across multiple digital channels
- Strategy work for regional projects to establish MetLife regionally as a thought-leader

SENIOR CONTENT STRATEGIST

Mutant Comms, Singapore, May 2017 - July 2020

- Led digital planning and strategies for corporate, tech and consumer brand campaigns across Southeast Asia and APAC
- Created results-driven digital strategies, including content marketing, social, lead generation initiatives, SEO strategies and regional campaigns
- In charge of insights and analytics to develop digital campaigns that deliver on client objectives across multiple touchpoints and channels
- Lead for global and regional clients: Facebook, Instagram, WhatsApp, LinkedIn, Kimberly-Clark, Monster.com, PropertyGuru Southeast Asia

DIGITAL STRATEGIST & WRITER

Freelance, Self-employed, July 2012 - Present

- Customised digital strategy consultation for small and medium-sized businesses and individuals across Europe, Asia and North America
- Specialised in consumer insights, content, SEO, thought-leadership, media planning, web audit
- Ideation, creation, and editing of articles and content for magazines and businesses
- Translations from English to German (vice versa) of books, guides, articles and website content

Publications



- Author
Beyond Blue
- Mirador Publishing, June 2013



- German Translator
My Story - 50 Memories from
50 Years of Service by
Mohammed bin Rashid
Al Maktoum
- Explorer Publishing, May 2019



- Publisher
20 Persones: Un experiment
social amb gust de cafè
- Ten Thirty, August 2018

SELECTED ARTICLES

- Diagnosing the emerging art market, Millionaire Asia, March 2016
- Singapore's art scene - Art for the sake for what?, Candid Magazine, January 2016
- Female chefs are bringing the restaurant to your house, Skylife, September 2015
- How casual dining changed fine dining, Sun Times, July 2015
- An ever-transcending world - The reign of quantity by Peter Peri, Candid Magazine, October 2014

Projects

ten thirty

FOUNDER

- I am the founder of the creative platform Ten Thirty, which started with the desire to build an inclusive ground for words, photography and moving images alike. Designed to support creative projects of diverse nature, Ten Thirty collaborates with brands, businesses, artists and independent freelancers.
Ten Thirty helped produce several documentaries, such as Chomo and A Shark Without Teeth, and most recently published the non-fiction book 20 Persones: Un experiment social amb gust de cafè.



FOUNDER

- I am the co-founder of The Foodstuff, an online editorial platform in Southeast Asia that focused on finding the best value food-related items. I conceptualised, created and managed this platform with another co-founder. I formed a small team of passionate writers, oversaw the editorial direction and established partnerships with other regional media outlets and businesses for content syndication and collaborations.

Languages

GERMAN

- Native proficiency

DUTCH

- Intermediate proficiency

ENGLISH

- Full professional proficiency

PORTUGUESE, SPANISH, CATALAN

- Elementary proficiency

Skills

MICROSOFT OFFICE



PSD, INDD, AI, PR



HTML



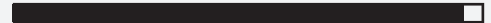
HUBSPOT



WORDPRESS



TEAMWORK



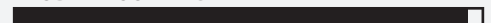
CREATIVITY



LEADERSHIP



PROBLEM-SOLVING



ORGANISATION

