

# MARCEL JENDRUSCH

Performance Marketing Manager | Media Buyer | AI-Driven Growth  
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## SKILLS & TOOLS

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**Ad Platforms:** Meta Ads, Google Ads, TikTok Ads, Apple Search Ads

**Analytics & Tracking:** GA4, GTM, Conversion API, Google Search Console, Attribution (Adjust)

**AI & Automation:** Claude (daily use), custom Claude Agents, AI-powered workflows & automations

**Core Competencies:** Paid Growth, ROAS/CPA/Payback optimization, Creative strategy, Funnel analysis, A/B testing, Budget allocation

**Technical:** HTML/CSS, SEO, Shopify (basic), Email automation, Dashboard development

**Languages:** German (native), English (fluent)

## FEATURED PROJECT

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**adscalr – AI-Powered Ad Intelligence Platform** | Solo Project | 2025

- ▶ Built a comprehensive AI toolkit for Performance Marketing in 3 months, fully independently
- ▶ Automates competitor analysis across Meta, TikTok & Google – identifying winning angles, pain points and creative patterns
- ▶ Generates data-driven creative concepts, UGC scripts and storyboards based on proven market mechanics
- ▶ Includes ML-based budget allocation (Thompson Sampling), fatigue detection, and statistical validation (Bayesian shrinkage)
- ▶ Features 11 Guardian Skills that auto-review every output for statistical accuracy, strategic coherence and cost efficiency
- ▶ Full dashboard with competitor intelligence, ad performance tracking, and creative workshop
- ▶ Built on Claude with custom agents – not a wrapper, but a closed-loop learning system

## PROFESSIONAL EXPERIENCE

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**Senior Marketing & Performance Consultant** | LEGACY Network AG | Feb 2025 – Present

- ▶ End-to-end ownership of paid growth strategy across Meta, TikTok, Google and Apple Search Ads
- ▶ Focus on CPI, ROAS and payback optimization – data-driven decisions over vanity metrics
- ▶ Developed and tested creative concepts based on audience pain points and competitor analysis
- ▶ Built AI-powered workflows and Claude agents to accelerate creative iteration and market intelligence
- ▶ Managed full-funnel performance analysis: ad creative → landing page → conversion → retention
- ▶ Oversaw email marketing automation, lifecycle messaging and segmentation strategy
- ▶ Provided strategic consulting on product positioning, growth initiatives and community engagement

**Community & Marketing Support** | LEGACY Network AG | Apr 2023 – Feb 2025

- ▶ Managed paid advertising campaigns across Meta, TikTok and Google with growing budget responsibility
- ▶ Scaled early user acquisition structure including systematic creative and audience testing
- ▶ Created community-driven content and supported growth strategies across digital channels
- ▶ Delivered regular performance reports and audience insights to inform product decisions

**Community Manager** | LEGACY Network AG | Dec 2022 – Apr 2023

- ▶ Built and moderated community channels (Discord, Telegram, social media) from early stage
- ▶ Established communication guidelines and brand voice for the community ecosystem

**COO & Head of Marketing** | FindShibby / Shibby Ltd. | Jun 2021 – Dec 2021

- ▶ Directed daily operations, team coordination and strategic planning across product and marketing
- ▶ Managed website, brand communication and cross-departmental workflows

**Freelance Digital Marketing & Content** | Self-employed | 2004 – Present

- ▶ Long-standing freelance career spanning content creation, SEO, digital strategy and audience growth
- ▶ Operated multiple media channels (YouTube/Twitch) with focus on community building and engagement
- ▶ Client work including copywriting, web content management, SEO optimization and affiliate marketing

- ▶ Digital strategy consulting for partners on audience growth, content positioning and platform optimization

**Content & Digital Media Specialist** | Multimedia Internet Services GmbH | May 2014 – Apr 2015

- ▶ Created SEO-optimized content across digital platforms, improving organic search visibility
- ▶ Managed website content and supported social media strategy

**E-Commerce & Digital Marketing Coordinator** | Pro Bauteam GmbH | Aug 2008 – Sep 2010

- ▶ Managed online shop including product listings, descriptions and promotional content
- ▶ Implemented SEO improvements and supported digital campaign execution

## EDUCATION

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**B.Sc. Business Administration** | University of Cologne | 2010 – 2016

- ▶ Focus: Marketing, Business Psychology

**Vocational Training – IT Business Management** | Municipality of Wadersloh | 2004 – 2007

**Abitur (Grade 1.8)** | Rudolf-Rempel Vocational College, Bielefeld | 2008 – 2010

- ▶ Specialization: Economics & Administration