



Michael Rübcke

michi@mruebcke.de • +49-172-4020306 • michaelruebcke.de

Summary

Independent SEO- & digital analytics interim manager & consultant with 18+ years of experience – Power-MBA, MBA | School of Management and Innovation, Marketing BBA. Experienced in automotive, finance, FMCG, energy and other industries. digital native, growth marketer and passionate surfer/kitesurfer.

Profiles

- [LinkedIn](#)
- [Github](#)
- [Twitter](#)

Details

Citizenship:

- Hamburg, Germany

Languages:

- German
- English
- French

Excerpt of supported Brands

- Continental, Mercedes BMW, ZF, reifen.com
- Comdirect, Onvista, NRW-Bank, Hanse Merkur, Hypoport AG
- Publicis, Pixelpark, Ergosign, Nexum, Elephant Seven, Ressourcenmangel

Career | **Excerpt: Projects & Expertise**

michaelruebcke.de

Hamburg, DE – 2004 to Present

- Independent Digital Growth Marketer (SEO & Digital Analytics)
- My name is Michael Rübcke, still living and born in Hamburg/Germany I have been working as a self-employed Interim Online Marketing Consultant since 2004 now. For many years I have had the opportunity to support well-known brands, companies and agencies with really exciting challenges, projects, problems and strategic tasks
- As a data-driven specialist for organic growth (traffic through search engines - "SEO" or Search Experience Optimization) as well as Digital / Web Analytics (Google Marketing Platform), I help companies, medium-sized businesses and start-ups to acquire more customers online
- Especially I love the challenge of proving that you don't have to hire a big network agency to grow your brand and business online

Dr. Klein (Hypoport AG)

Lübeck, DE – 08/2019 to Present

Interim Manager SEO & Digital Analytics

- Project-specific support SEO & Web Analytics (Google Analytics, Google Tag Manager, DataStudio)
- Company Website: drklein.de
- Company Website: zinsentwicklung.de

Vergölst GmbH (Continental AG)

Hannover, DE – 07/2019 – 12/2021

Interim Manager SEO & Digital Analytics

- Project-specific support TECH-SEO & Web Analytics (Google Analytics, Google Tag Manager, DataStudio)
- Company Website: vergoelst.de

Comdirect Bank (Commerzbank AG)

Quickborn, DE – 09/17 to 03/19

Interim Manager SEO & Digital Analytics

- Project-specific support SEO, Online Marketing Consulting & Digital Analytics
- Website: comdirect.de
- Company Website: onvista.de

WAGO Kontakttechnik GmbH & Co KG

Minden, DE – 05/16 to 12/18

Interim Manager SEO & Digital Analytics

- Project-specific support SEO & Digital Analytics
- SEO Consulting (TECH-SEO, On-Page/Off-Page International)
- Int. Digital Analytics Strategy & Implementation (Google Universal Analytics, Tag Manager, DataLayer, Firebase Analytics)
- Company Website: wago.com

★★★★★ [Link: Customer Ratings Google Business Profile](#)

Knowledge

Each square is two years

SEO



TECH-SEO



Content Marketing



Digital Analytics



Tag Management



CRO



SQL | ML | AI



Mottos for Life

- work & learn hard. | have fun. | make a difference.
- nothing is impossible. the word itself says I'm possible.

"Big 5 for Life"

- Time
- Family, Friends & Conversation
- My Business
- Travelling (Particularly Africa)
- Surfing & Kitesurfing

Education

ThePowerMBA

Online, 12/20 to 03/22

Business (MBA)

- Disruptive methodology where you'll learn from world-renowned business experts and entrepreneurs
- 600+ companies are already training their teams with Power MBA's innovative new methodology
- Today, over 70,000 people from around the world are receiving cutting-edge training, starting businesses, growing professionally, and building new career paths as a result.

School of Management and Innovation

Berlin, DE – 11/06 to 11/08

Marketing (BBA)

- The part-time bachelor's degree program in Marketing Management and Communication equips you with a solid foundation in business administration supplemented by the current trends in marketing.
- As a marketing manager, you face the challenge of clearly distinguishing your own company from the competition and developing intelligent sales strategies.
- You need business know-how, the ability to think across companies and a good sense for current trends as well as the needs of the customer.
- This is exactly where our part-time bachelor's program comes in.

H. Schneider GmbH & Co. KG

Wedel, DE – 08/00 to 01/03

Education in wholesale and foreign trade (IHK degree & qualification)

- At Schneider, trend and tradition go hand in hand - a combination that has become a model of success in recent years! As a traditional company with a 56-year history, Schneider combines decades of experience in printing articles with knowledge of the current trends of our time.
- Starting with the printing of promotional items for smaller companies, Schneider GmbH & Co. KG has become a reliable partner for companies of all sizes throughout Europe. Due to the diverse requirements of its customers for the branding of articles, Schneider today also offers - in addition to the pure printing of promotional and gift articles according to different printing processes - individual contract productions in the product areas of indoor and outdoor furniture and accessories.

Contact



Germany, 22397 Hamburg



michi@mruebcke.de



+49-172-4020306



michaelruebcke.de



[michaelruebcke](https://www.linkedin.com/in/michaelruebcke)