

MARIELLE BRONN

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Date of birth: 18 December 1977
Place of birth: Saint-Étienne, France
Marital status: Married, two children (12 & 19 years old)

Product Marketing & Market Expansion B2B | Digital | Science-driven industries

B2B marketing and product marketing professional with a scientific background and more than 15 years of experience in life science, scientific instruments, technical products, and dental consumables.

Experienced in product marketing, positioning, go-to-market, market analysis, pricing, sales enablement, and marketing communications.

Combines strategic thinking with hands-on execution and works confidently at the interface between science/technology, sales, and marketing. Additional strengths include digital marketing, content systems, and the structured communication of complex topics.

CORE SKILLS

- Product Marketing & Positioning
- Go-to-Market & Market Development
- B2B Marketing for complex, technical products
- Market, competitive, and customer analysis
- Pricing & Portfolio Management
- Sales Enablement & Sales Training
- Marketing Communications & Technical Content
- Trade Show Marketing & International Market Presence
- Cross-functional coordination with R&D, sales, and internal teams
- Digital Marketing, Content, SEO, funnel basics, CRO and A/B testing

PROFILE

Since 04/2021 – Present

Self-employed | Hamburg, Germany

Marketing & Content Consultant | Digital Marketing (SEO, Funnels, Social Media)

- Consulting and implementation of content, funnel, and visibility strategies across websites, LinkedIn, newsletters, and lead magnet setups
- Creation and optimization of landing pages, sales pages, and funnels, including basic automations

- A/B testing and conversion rate optimization (CRO), with KPI-based analysis and optimization recommendations
- Community building: 6,200+ followers on Facebook, 400+ on Instagram; SEO-oriented editorial planning
- Creation of digital marketing materials and presentations to support visibility and sales

12/2010 – 04/2021

S. C. Polymer-, Silicon-& Composite-Spezialitäten GmbH | Elmshorn, Germany

Product and Brand Manager (B2B, Dental Consumables)

- Private-label partner for the development, manufacturing, and distribution of dental consumables.
- Built the company's first dedicated marketing/product management function
- Developed and launched two brands
- Managed three product lines, including positioning, portfolio structure, and differentiation
- Designed and produced marketing and sales materials including catalogues, brochures, newsletters, presentations, and website content
- Organized and supported trade fairs
- Delivered sales training
- Conducted ongoing market and competitor analysis

Selected achievements:

- Built the marketing function from scratch
- Launched 2 brands
- Structured 3 product lines
- Established a consistent marketing and sales communication system
- Produced approximately 4 catalogues per year and more than 30 brochures

04/2010 – 12/2010

Freelance for A. KRÜSS Optronic GmbH | Hamburg, Germany

Marketing Support (B2B, Optical-Electronic Measuring Instruments)

- Supported market penetration in France through listings in online industry directories
- Translated brochures, catalogues, and website content
- Performed SEO work for the French website

01/2004 – 07/2009

Alpha M.O.S. | Toulouse, France

Product Manager (B2B, Sensory & Analytical Instruments)

- Responsible for the market development of the "electronic tongue" product and identification of improvement opportunities
- Implemented the product marketing mix and managed a product group of optional modules
- Contributed to a +40% sales increase for a key product
- Managed pricing strategy (direct and indirect through a worldwide distributor network), customer and market requirements, and competitive analysis

- Planned and monitored the marketing budget; coordinated and implemented marketing plans
- Supported global sales activities through on-site product presentations and training
- Created and maintained marketing communication materials including brochures, presentations, website content, and press articles
- Carried out sales forecasting and visualized sales processes in Excel
- Participated in international congresses and supervised up to 3 interns at the same time

EDUCATION

Master's Degree – Innovation & Technology Management

ESC Toulouse, France | 09/2002 – 06/2003

Focus: product and project management, marketing and communication, competitive analysis, strategy, design thinking, finance

Postgraduate Degree – Research in Pharmacological Innovation

Université Toulouse III Paul Sabatier, France | 09/2001 – 06/2002

Ranked 5th out of 65 students

Focus: preclinical and clinical pharmacology, drug development, therapeutic targets

Master's Degree – Cellular Biology & Physiology (Neurophysiology)

RWTH Aachen, Germany | 08/2000 – 06/2001

Ranked 5th out of 65 students

Focus: neurophysiology, data processing, bioinformatics

Additional Qualification

Heilpraktikerin training, Die Grüne Schule, Hamburg | 04/2017 – 12/2020

TOOLS

- Online / Content: WordPress (Elementor, Divi), SEO / keyword research, LinkedIn, Meta Business Suite / Ads
- Funnels & Email: systeme.io, HubSpot (CRM & email), Mailchimp, basic marketing automations
- CRO & Testing: A/B testing, conversion rate optimization
- Analytics / Reporting: Basic analytics and reporting
- Design & Office: Canva (advanced), PowerPoint (advanced), Excel (pivot tables), Google Workspace, Notion
- Business Systems: ERP-type inventory management systems (deLUXE-ERP equivalent), Lotus Notes

LANGUAGES

- French – Native
- English – Fluent
- German – Very good listening and reading comprehension (C1), written B2 for professional use

VOLUNTEER EXPERIENCE

- Since 06/2022
Vice President, Hambourg Accueil – responsible for communication and visibility
- 01/2010 – 12/2017
Built and managed an online forum for French-speaking parents in Hamburg; organized events for up to 140 participants

INTERESTS

Improvisational theatre (3 years) & stand-up comedy (beginner)

6-week solo trip to India

Swimming, yoga, meditation, piano, fantasy books