

## 01. BOWBIRD – FREELANCE – MARKETING – EXPERTISE

Bowbird enables companies to outsource their marketing in a targeted manner. Fast, professional and cost effective - with one goal in mind, to make your marketing project fly.

## 02. BOWBIRD IST

**professional** You benefit from more than 20 years of experience in strategic and operative marketing on the client and agency side.

**comprehensive** You get full access to my expertise in the fields of advertising, PR and events. Always exactly tailored to your requirements.

**effectively** You only book and pay for what you really need.

## 03. BOWBIRD OFFERS

### S

#### MANAGEMENT-SUPPORT

- Sparring partner for strategic marketing and communication matters
- Temporary replacement during absences (e.g. maternity, sabbatical, etc.)

### m

#### PROJECT MANAGEMENT & MANAGEMENT

- Project planning and set-up
- Project implementation and optimisation
- Reporting

### a

#### STRATEGY & ADVICE

- Brand building and development
- Marketing and communication concepts

### O

#### OPERATIONAL MANAGEMENT

- Implementation of planned measures
- Takeover of the entire marketing tasks