

The ITB Team



Till Dahlmanns
Marketing Manager

Focal points

- **Inbound marketing:** maintenance and further development of the ITB websites, SEO, conversion optimisation
- **Direct marketing:** design and support of e-mail newsletters, creation of print and advertising materials, search engine advertising, CRM
- **Content marketing:** creation and management of knowledge resources such as webinars, blog or wiki articles, case studies or white papers

Qualifications and experience

- **Marketing all-rounder:** Expertise particularly in the areas of email and content marketing as well as online marketing
- **Several years of experience** in the software and publishing industry
- **Responsible for marketing at ITB since 2020**
- **M.A. in German and Communication Studies**