MARCO PRAETORIUS

HEAD OF WEBSITE SOLUTIONS
DIGITAL PRODUCT LEADER

Basel, CH

linkedin.com/in/marcopraetorius

EXPERTISE

- Team Leadership & Development
- Product Ownership & Roadmapping
- Digital Strategy & Website Concept
- Process Design & AI-driven Automation
- Conversion & UX Optimisation
- Stakeholder & Client Management
- Commercial Steering & Pricing
- Analytical Thinking
- Communication & Facilitation

EDUCATION

Diplom-Ingenieur (FH)

Internationales Studium Informationstechnologie und Gestaltung
Fachhochschule Lübeck, 2012
Grade 1.5 (1.0 = best)

PROFILE

Digital product and website leader with 18 years in UX, web and digital marketing (since 2008) and 13 years in conversion optimisation roles (since 2013). Has led teams and departments at an agency, a scale-up and a 130,000-student education group, and currently runs the website department of a Swiss B2B agency. Combines strategic ownership — roadmap, processes, pricing, stakeholders — with hands-on depth in UX, conversion and analytics. Most recently rebuilt an entire production process around AI and automation, cutting development effort per website to roughly a third while keeping every website fully custom.

PROFESSIONAL EXPERIENCE

HEAD OF WEBSITE SOLUTIONS — 03/2025 – Present

Axisbits GmbH, Zürich (remote from Basel) — software studio, 28 staff, remote-first, clients from start-ups to enterprises in CH, DE and US

Lead the website department with full responsibility for planning, steering and delivering all website projects — from requirements and estimation through go-live to support and retainer mandates — and for the processes, tooling and AI adoption behind them. Manage design and development resources across an international, remote-first team, including an external partner agency.

- Rebuilt the department's entire production process around AI in several stages; the AI-assisted workflow replaces most manual work and cut development effort per new website to roughly a third at unchanged quality (confirmed in employer reference)
- Concept and information architecture (sitemap, section map, wireframes) and, on recent projects, the complete visual design in Figma; embedded brand design in every project with an optimised branding questionnaire, moodboard and Lumos-based design systems
- Developed a proprietary conversion framework (3WTEN) and integrated it as an AI skill into website conception; standardised estimation with an AI tool calibrated on past projects that also generates structured proposals
- Platform strategy: Webflow as core, HubSpot CMS pilot, introduction of a headless architecture (Astro, Sanity, Vercel) based on a cost-benefit-risk analysis
- 7 websites launched (incl. LUCCA, GAIN, Locathor, Le Ballon, relaunch of axisbits.ch, zearch.ai), most with brand refresh, 3 in progress, around 8 retainer clients; one website project led directly to a follow-up commission for a custom software platform
- Data and quality: GA4 via Google Tag Manager, Microsoft Clarity; quality assurance across the whole process incl. usability, accessibility, technical SEO and performance
- Commercial: designed a tiered subscription model for recurring revenue; identified the main drivers of project duration and cost — client decision structures and feedback rounds — and built them into pricing and proposals

FREELANCE CONSULTANT — WEB, UX & CRO — 2014–2017 · 2024–2025

onlineconversion.de, DE/CH — 11/2014 – 06/2017 and 09/2024 – 02/2025, between permanent roles

B2B and B2C clients in lead generation, e-commerce, SaaS and online entertainment: website and landing-page concepts, UX research and design, customer-journey optimisation, webinars and event talks. Largest engagement: an 11-month full-time contract at maxdome / ProSiebenSat.1 (listed below).

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SKILLS

- Collaboration
- Decision making
- Time management
- Attention to detail
- Pareto thinking
- Problem solving
- Adaptability
- Persuasion

PROFESSIONAL DEVELOPMENT

GENERATIVE AI FOR DIGITAL MARKETERS
LinkedIn, Remote · 09/2023

CXL CERTIFIED OPTIMIZER
CXL, Remote · 05/2023 · 90+ h in conversion, UX and analytics

CONTENTSQUARE CERTIFIED
Contentsquare, Remote · 01/2023

CERTIFIED USABILITY ENGINEER
Fraunhofer Institute FIT, Bonn · 01/2017

GOOGLE PARTNER – ANALYTICS CERTIFICATION
Google, Remote · 11/2014

GOOGLE PARTNER – ADWORDS (GOOGLE ADS) CERTIFICATION
Google, Remote · 07/2014

PROFESSIONAL EXPERIENCE continued

PRODUCT OWNER CRO & PERSONALISATION 02/2020 – 08/2024

IU Group N.V., Hamburg/Remote — Germany's largest university group

Owned the experimentation and personalisation programme across eight domains and led a team of six CRO managers in a hybrid centre-of-excellence model, including the department's OKRs, roadmap, processes and tooling.

- Leadership: built, developed and led the team — hiring, onboarding, training, performance and personal development
- Product ownership: defined the programme roadmap and OKRs, prioritised against business goals, monitored programme and landing-page performance and adjusted course
- Process design: established the complete test lifecycle from intake to rollout and integrated it into the business units — highlighted in the employer reference as a key achievement
- Stakeholder management: sparring partner for marketing, product and management; aligned experimentation with company objectives
- Technology ownership: owned the testing and personalisation tool stack and streamlined CMS-based landing-page production
- Quality and compliance: ensured test quality, methodology and legal/ethical standards across all teams

HEAD OF CRO & UX 07/2019 – 01/2020

adzLocal GmbH, Hamburg

Part of a three-person core strategy team with the CEO. Led UX and conversion for the agency's own relaunch and for the landing pages of a 2,000+ client base.

- Advised executive management on UX and conversion strategy
- Designed and accompanied the new pages of the agency website relaunch to improve client acquisition
- Developed optimisation concepts for client landing pages and sales enablement materials

UX RESEARCH / DESIGN & CRO 07/2017 – 06/2019

Finanzcheck GmbH, Hamburg — leading German loan comparison platform

Built the UX and CRO function from a one-person role into a small team supporting five product teams; mentored and managed one of the new hires.

- Established processes for UX research, requirements management and Kanban-based delivery
- Concept, UI/UX and interaction design, prototyping, style guide
- Qualitative and quantitative research and cross-team A/B testing
- Stakeholder management, prioritisation and planning across product teams

FREELANCE CONVERSION SPECIALIST (FULL-TIME) 06/2015 – 04/2016

maxdome GmbH / ProSiebenSat.1 Media SE, Munich — on-site

Started as a two-month parental-leave cover, extended to 11 months. Owned optimisation of portals and landing pages, ran A/B, multivariate and split-URL tests with internal teams, managed external providers and reported to stakeholders.

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AWARDS

Google Online Marketing Challenge – Strong Campaign

Google Ads campaign management incl. pre-campaign strategy and post-campaign summary
CineStar GmbH, Germany, 2008

LANGUAGES

- German: native
- English: fluent (C1)
- French: basic (A1)

PROFESSIONAL EXPERIENCE continued

JUNIOR SEA, CRO & UX DESIGN — 07/2013 – 10/2014

Second Elements GmbH & Co. KG, Hamburg

Intern → trainee → junior within a year. Managed own client accounts (SEA and conversion), delivered UX reports and tests, ran the agency website and led the migration from self-hosted servers to Google Apps for Business. Contract ended as scheduled when the business unit was discontinued.

FREELANCE IT CONSULTING — 12/2012 – 07/2013

Hamburg & Remote

IT support for VAMV Münster e.V.; one-on-one workshops in Adobe Creative Suite, web design and development.

WORKING STUDENT, MULTIMEDIA DEVELOPMENT — 11/2008 – 02/2011

oncampus GmbH (e-learning), Lübeck — incl. two university internships (2008/09, 2010)

Led the concept and visual execution of a browser-based learning game; produced graphics, illustrations and Flash interactions for course units; evaluated e-learning platforms; QA for client projects (Dräger, Bäckerei Junge).

TECH KNOWLEDGE

- **Web platforms:** Webflow, HubSpot CMS, Shopify, headless setups
- **Design & collaboration:** Figma, FigJam, Sketch, Adobe Creative Suite, Miro, Notion, Jira, Confluence, Productive.io
- **AI & automation:** Claude, ChatGPT, agentic coding and workflow automation (custom skills and QA pipelines)
- **Analytics & tracking:** GA4, Google Tag Manager, Consent Mode, Microsoft Clarity, Contentsquare, Mouseflow, Webtrekk, Etracker
- **Experimentation & personalisation:** AB Tasty, VWO, Optimizely, Adobe Target, SF Interaction Studio, Maxymiser
- **Code:** HTML, CSS, JavaScript, SQL, PHP, Java (basic to advanced)

HOBBIES

- Exploring new software
- Sailing
- Running
- Swimming
- Football
- Time outdoors with my daughter

Basel, 21 October 2026

Marco Praetorius