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jill stäbe

B2B Marketing &
Branding

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chapter 01

About Me

why I am not just another marketing manager

I understand your product. I understand you. I help others to understand it, too.

I have dedicated my entire professional career to the startup environment. There is no other work setup where things move this fast, where ownership is this important and where leadership is earned, not inherited. It is the environment I thrive in. In my opinion, a successful business has two major targets: other successful business players as customers, and developing innovative technologies to offer them. So I focus on startups whose products are all technical solutions to the problems of other businesses, mostly large caps and enterprises. At the early stages of my career I worked in consulting and implementation. I am thankful for this experience, because it made me understand that to win in marketing, you need more than a generic rulebook. You need to understand the product. You need to understand which pain it eases, and why the founders sacrifice their time and energy to build it. That is the essence behind each great brand & GTM strategy. I am here to find yours, and bring it to life.

to work with the best, you first have to learn from the best

My professional journey so far. Next stop: you?

May 2026 - July 2026

principal marketing manager

Lio Technologies GmbH

First marketing hire at Lio, with focus on GTM in Europe and the US. Key responsibilities included event management, c-level branding & communication strategy and execution as well as strategic partnerships.

February 2026 - May 2026

principal marketing manager

QPLIX GmbH

Owning QPLIX' brand positioning & GTM across EMEA, with focus on public relations, partnership marketing as well as performance marketing strategies & execution.

March 2025 - February 2026

product marketing manager

QPLIX GmbH

Responsibility for QPLIX' brand presence in existing markets such as Germany & Switzerland. Key focus on sales enablement, messaging, public relations & performance marketing.

for a detailed version of this CV, please refer to my LinkedIn profile

to work with the best, you first have to learn from the best

My professional journey so far. Next stop: you?

December 2023 - March 2025

rollout manager

QPLIX GmbH

December 2021 - July 2022

junior fintech consultant

QPLIX GmbH

October 2022 - December 2023

senior fintech consultant & team lead

QPLIX GmbH

August 2020 - December 2021

fintech consulting trainee

QPLIX GmbH

July 2022 - October 2022

senior fintech consultant

QPLIX GmbH

April 2019 - September 2019

student tutor

University Bonn

for a detailed version of this CV, please refer to my LinkedIn profile

chapter 02

Me For You

brand building leaves no room for vanity

Why you need to let go of your startup vibe.

the challenge

The no. 1 mistake startups make when establishing their brand: focusing too much on what reflects them instead of what reflects their target audiences. This results in the following pitfalls:

- sloppy, too broad value preposition, not tailored to the different buying committee personas or industries served
- inappropriate language that scares away the target audience (all-time favorite: “disruptive”)
- techie, edgy looking websites and pitch decks that do not pay attention to color psychology (classic: the “all black” startup website)

brand building needs your audience in scope

Why I can help you turn into a developed brand.

2

Successfully led 2 startup rebrandings to help young firms grow from self-centered players to companies that match the level of professionalism their target audience expects.

1

Supported 1 brand undergoing a name change to better fit the current state of the product and prepare the brand for internationalization.

brand building gtm strategy design c-level branding public relations events product marketing performance marketing partner marketing

when go-to-market becomes ‘how did we get here?’

Why your marketing needs to be as ready as your sales.

the challenge

Entering new markets takes time and planning. The same persona you are targeting in one market might behave, communicate & work entirely different in another one. Young companies often do not take the time to make these considerations. Often, they just find themselves in these new markets, and now want to make sure to hold on to them. Without adapting your marketing accordingly, you face:

- a waste of money caused by non-suitable channels and broad paid campaigns missing their actual target
- a lack of trust, if you do not use the correct wording or focussing on the wrong pain points - makes you look very unprofessional
- a missed opportunity - if you mess up entering a market, it will take years before you may try again. Your prospects know each other, and if you scare away one, others follow

go-to-market means marketing first

Why I can help you prepare your brand for entering new markets.

34

Enriched the pipeline of a B2B-focussed fintech with 34 sales-qualified inbound / event deals from new markets (Switzerland & UK) within the first 6 months of GTM.

6%

6% increase in share of voice (amongst selected competitors & within specified media) in new markets (Switzerland & UK) within the first 6 months of GTM.

brand building | gtm strategy | design | c-level branding | public relations | events | product marketing | performance marketing | partner marketing

your design's first name should better not be 'Claude'

Why your brand does not only need a unique voice, but a unique look.

the challenge

Startups move fast, and team members often act independently. It is a necessary way of working, but often causes inconsistencies in a brand's visual identity. Startups often justify a rudimentary website and messy slides with a "well, it shows we focus on what's important and don't waste time on slides". What it actually shows them is:

- you are neither paying attention to the details, nor are you willing to go the extra mile to impress. Of course, the saying goes "better done than perfect", but pushing this boundary too far raises the question: is your entire work this sloppy?
- you have limited knowledge of brand psychology. The "rule of 7" states that a brand needs at least seven touchpoints with a prospect to be remembered. More recent theories put more emphasis on the frequency and a full-funnel presence. Your visual identity is the easiest way to stay top of mind.

turn design into your brand’s visual identity

Why I can ensure you are being recognized across markets.

3

Successfully owned and managed 3 website (re-)launches, both individually & with support of an agency. Provided structure, design mocks, text and imagery.

+3

Ability to build, adjust & maintain website pages in the three most common tools (WordPress, Typo3, Webflow). Skilled in operating common vibe coding tools such as Loveable.

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in a startup, the founder is part of the brand - stop hiding

Why you need to step out of the shadows & overcome the “LinkedIn cringe”.

the challenge

Many founders still underestimate the power of social networks. Which is paradox, thinking that it was their ability to network, be present and form relationships that got them where they are now. They think posting now and then, when something that feels meaningful happens, is enough. Or that it is fine to simply use the company account for external communication. Both is a missed opportunity.

- the average organic reach for company accounts on LinkedIn is 1-2%. Why? Because LinkedIn is still a social network. It leverages personal profiles, while it makes companies pay for reach.
- people are inspired by people. If you only show up randomly without a clear strategy what you as a person stand for, you will be quickly forgotten. Consistency is key.
- LinkedIn is a science of its own. Yes, it matters if you use hashtags. Yes, it matters where you put links. Yes, it matters when you post. Don’t have time to stay on top of the game? Hire someone who does.

become the thought leader you once looked up to

Why I can help you claim your spot in your industry.

2x

Doubled the followers of Lio's CEO within just 3 months. Achieved 27% follower growth for QPLIX's CEO in 6 months.

+1k

Launched several posts which earned over 1.000 likes within the first 24 hours.

100k

Achieved over 100.000 organic impressions on several posts from Lio's CEO account.

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if a prospect googles you, they better find more than your website

Why it is important to be publicly perceived.

the challenge

The zone is flooded with startups like yours. Often, it is not about who has had the idea first, but who is loudest, most present, top of mind when it comes to the buying decision. Young companies tend to underestimate the power that traditional media still has. But it is the media your target audience grew up with, it's the media they trust. If you're not in it, that means:

- you lack the trust that you absolutely need to win your demanding clients. If they find a praising article about your competitor in their newsfeed, who do you think they are more likely to speak to?
- you become invisible in the world of SEO & GEO. Most renowned media have the pole positions for certain search terms reserved, waiting to pass it on to you. Being present in their newsfeeds means being present on page 1.

public relations is more than one press release a year

Why I can boost you into top tier media.

3

Successfully onboarded and managed 3 PR agencies, in Germany, Switzerland & the UK. Learned their ways of working, to find relevant magazines & built a strong contact network.

+30

Landed over 30 publications within 6 months, several of these in renowned media such as Handelsblatt, Capital, Forbes, TechCrunch & more.

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events are not for drinks, they are your no.1 funnel booster

Why you should host your clients more often.

the challenge

Founders tend to not be very fond of events. They see a huge invest for a day which appears to prevent them from working. However, if selected carefully and executed thoughtfully, these events might speed up your funnel by 10 times. What needs to be considered:

- each industry has their own flagship events, bringing together all players from your realm. Nowhere else is it that easy to find & engage with your target audience. On top, all of them are there for the same reason: find and be found.
- there is a lot of opportunity to engage around these events. Scheduling meetings before, hosting side-events during & catching up afterwards. Two centered & well-planned days might replace weeks of back and forth calls.

invest once,
be paid back for years to come

Why I know what it takes to leave a lasting impression.

+300

Planned & hosted an in-house fair with over 300 participants. Event costs fully amortized through upsells & deals closed.

+20

Selected, organized & accompanied over 20 trade fairs internationally.

5

Planned & executed 5 C-level dinners in exclusive locations to approach tier 1 decision makers.

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knowing the product beats knowing ‘marketing’ every single day

Why you need to look for marketers able to understand your product in depth.

the challenge

Most companies in the tech realm are primarily looking for someone who has worked in marketing for x years. Of course you need to know certain skills & tools to be successful. But what is even more important is deep understanding of the domain you are operating in, and how to translate your complex solutions into messages your ICPs understand. This is crucial because:

- no two companies and products are alike. A strategy that has worked for one might be a flop for the other. If you only hire for the toolkit, you are neglecting the oversight it needs to find your individual mix.
- as mentioned before, startups and their founders are highly intertwined. So are startups and their products. Especially in early stages, before you made your name, your value proposition needs to be transparent & well positioned.

hire for passion for your business, not passion for any business

Why I am able to deeply care for your product.

+120

Wrote & promoted over 120 release notes explaining new features and use cases to existing clients.

+4y

Designed & conducted client onboardings with focus on education and enablement for over 4 years.

+50

Created over 50 product videos with different scopes - educational & advertorial purposes.

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if your pipeline is crap, so is your performance marketing

Why you need to stop burning money & start focussing.

the challenge

Some startups, especially after raising a major funding round, start acting carelessly with their money. Investing in marketing often means spending money on expensive Google & LinkedIn ads. Without knowing which buttons to push, this easily turns into one of the biggest cash burners of your business.

- defining your target audience as narrowly as possible is key. if you don't know the ICP you are going for, you spend money on crappy leads. The worst part: your campaign learns from these results - and produces even more crap.
- not every channel & every campaign format are suitable for each target audience. Behavioral analyses, consequent A/B testing & ongoing campaign monitoring are a must to find your sweet spot.

know the right prospects to find the right prospects

Why I can create campaigns that hit home.

12.8%

Achieved 12.8% average engagement rate across all campaigns, for the most fought for target audience (C-level) in the financial sector on LinkedIn during the cause of 1 year.

3.6%

Achieved an average click through rate of 3.6% across all C-level campaigns on LinkedIn during the cause of 1 year.

what is more powerful: talking about yourself or have others talk about you?

Why you must leverage your client base for marketing.

the challenge

Growing a company means putting full focus on closing the next deal. You win, you move on to the next. If you think of it, you convinced your new client to let you put their logo on your website. It's a start, but it is definitely not sufficient. The most marketing potential is wasted on missed partner marketing opportunities. This needs to change:

- the strongest trust signal lies in your clients telling others about you. In most industries, your clients & prospects know each other. If your strongest competitor seems to successfully rely on a company, maybe you should, too.
- partnering with your clients is also the cheapest form of publicity you can get. A quote, a use case, a shared post on LinkedIn - all this comes for free. All you need is consistency & coordination.

your clients' voices are your most valuable asset

Why I can turn your client base into your cheapest marketing tool.

+15

Initiated, organized & executed over 15 partner marketing activities, leading from quotes to use cases to joint campaigns on social media.

3

Scripted, cut, edited & promoted 3 stakeholder testimonial videos, as well as organized & supervised the shootings

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chapter 03

References

projects speak louder than words

My selected references.

client testimonial video

Scripted and produced & edited by Jill Stäbe, shot by Bastian Fischer Media

product promotion video

Scripted, shot, produced & edited by Jill Stäbe

po interview video

Scripted, shot, produced & edited by Jill Stäbe

projects speak louder than words

My selected references.

c-level branding post

Drafted, edited, published & managed by Jill Stäbe.

event recap

Event organized, executed & managed by Jill Stäbe.

press release

Drafted, edited, coordinated & managed by Jill Stäbe.