



// 01 SENIOR FULLSTACK WEB-DEVELOPER · BERLIN

Christian Koch

Senior Web & CRM Developer · Fullstack

TEAM LEAD

DEVOPS

AI INTEGRATION

Experienced senior fullstack developer and team lead with 18+ years building scalable web applications and data-driven platforms. Solid expertise in TypeScript, React, Next.js and PHP, focused on performant frontend architectures, API design and DevOps automation. Proven track record independently designing and delivering complex software solutions and integrating AI-powered features. Strong at translating business requirements into clean, maintainable architectures.

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Forststraße 23, 12163 Berlin

YEARS

18+

CLIENTS

50+

BASED IN

Berlin

STATUS

Available

// 02 EXPERIENCE

Experience

Senior CRM Developer · Team Lead · Fullstack

02/2019 - present

MAI_crzd (formerly Cruiseadors GmbH) · Berlin

- Led a cross-functional engineering team on complex CRM and web applications with a high quality bar.
- Designed and built performant web applications focused on intuitive UIs and scalable frontend architecture.
- Owned technical specification and delivery of new features end to end — from concept to rollout.
- Architected proven fullstack applications with TypeScript, React, Node.js and PHP — 30% performance improvement.
- Integrated AI-powered features and explored new AI/ML use cases in existing products.
- Built REST APIs and CRM integrations (Salesforce Marketing Cloud, Braze); CI/CD pipelines — 20% efficiency gain.

Team Lead Development · Direct Marketing

07/2015 - 01/2019

United Digital Group, UDG Berlin GmbH · Berlin

- Technical project leadership and solution architecture for enterprise clients.
- Web development for landing pages, microsites, internal tools and CMS solutions.
- Ran large-scale email campaign management — 1+ billion emails for eBay.
- Trained and led a team of 2–4 developers including resource planning.
- Developed QA processes and internal feedback tools (PHP/MySQL).
- Highlights: intranet blog for mobile.de, social-media guide for Telefónica O2, custom QA tool “X-Check”.

// 02 EXPERIENCE · CONT.

Co-Founder & Partner

2015 - 2021

Choo Refund UG · Berlin

→ Founded a tech startup, owning development, technical architecture and infrastructure setup.

DM Developer

2011 - 06/2015

UDG Berlin GmbH (formerly KMF Werbung GmbH) · Berlin

→ Email marketing development with eMarsys, HubSpot, Salesforce Marketing Cloud and Mailchimp.

→ Frontend development and template engineering for direct-marketing campaigns.

Web Developer

01/2008 - 2011

KMF Werbung GmbH · Berlin

→ Frontend development for direct-marketing campaigns and landing pages.

→ Native iOS development (Objective-C).

// 03 TECH STACK & TOOLS

LANGUAGES & FRAMEWORKS 14

- TypeScript
- JavaScript
- PHP
- React
- Next.js
- Node.js
- HTML5
- CSS
- SASS
- Tailwind
- Python
- Swift
- Objective-C
- jQuery

BUILD TOOLS & DEVOPS 9

- Docker
- Kubernetes
- Vite
- Webpack
- Rollup
- GitHub Actions
- Bash
- Cloud (AWS/GCP)
- CI/CD

CRM & MARKETING 7

- Braze
- Salesforce SFMC
- Klaviyo
- HubSpot
- eMarsys
- Mailchimp
- AMPScript

TOOLS & DESIGN 10

- VS Code
- Figma
- Jira
- Sentry
- WordPress
- WooCommerce
- Magento 2
- Xcode
- Photoshop
- MongoDB

AI & CLI STACK 8

- Cursor
- Claude
- Codex
- LM Studio
- Antigravity
- Inferencer
- OpenAI API
- LangChain

// 04 CORE COMPETENCIES

CORE COMPETENCIES

JavaScript	●●●●●	TypeScript	●●●●●	HTML / CSS / SCSS	●●●●●
React / Next.js	●●●●●	Node.js	●●●●●	PHP	●●●●●
Tailwind CSS	●●●●●	Docker	●●●●●	Git	●●●●●
SQL / NoSQL	●●●●●	Braze CRM	●●●●●	Klaviyo	●●●●●
Salesforce SFMC	●●●●●				

LANGUAGES

German	Native
English	Advanced (C1)

EDUCATION

- Self-Study: ML, LLMs & AI 2022 – present
- Self-Study: iOS Development 2010 – present
- Self-Study: Web Development 2002 – present
- Secondary School Diploma (Mittlere Reife) Berufsschule Pinneberg · 2000 – 2002

// 05 CERTIFICATIONS

- Braze Certified Developer**
Braze · Dec 2025 · Advanced
- Learning Algorithms**
Coursera · Stanford · 2023
- Supervised Machine Learning**
Coursera · Stanford / DeepLearning.AI · 2023
- AI For Everyone**
Coursera · DeepLearning.AI · 2023

// 06 STRENGTHS

- CRM & Marketing Tech
- Technical Leadership
- Fullstack Architecture
- Problem Solving
- API Design
- Team Collaboration
- Quality Assurance
- Direct Marketing
- AI Integration

INTERESTS

- Boat Trips
- Saltwater Aquariums
- Snowboarding
- Travelling
- Programming
- Latest Tech & Trends
- Flight Sim Gaming
- Outdoor Activities

// 07 REFERENCES

- Sebastian Wolter**
MD & Founder, MAI _crsd
✉ Contact on request
- Thomas Rekitke**
Former MD & CTO, UDG & KMF · Impeo Software
✉ Contact on request

- Ronald Koch**
Senior Technical Consultant, Salesforce Germany
✉ Contact on request
- Tobias Schlösser**
Former MD, UDG Berlin · Sparkassen-Finanzportal
✉ Contact on request