

# Dennis Markmann



## Highlights

### Branding - Cobey AI

- Development and implementation of the branding from concept to market readiness
- Establishment of brand identity, corporate design and market entry strategy

### Brand Consulting - Kensho

- Redesigned corporate identity for a venture capital fund with comprehensive brand guidelines
- Developed fund deck with 3D assets, translating complex concepts into clear, brand-aligned investor presentations

### Brand development - flowX

- Development of the corporate design and brand identity for a tech start-up/research project
- Creation of professional pitch decks for investor and partner presentations
- Project management for participation in the START Summit in St. Gallen (strategic positioning & event preparation)

## Skillset

Adobe Apps, Figma, Microsoft PowerPoint, Word & Outlook, Web Development (React, Vercel, GitHub, Claude Code/Codex)



## Languages

German - native language

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English - fluent

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## Work experience

### 06/2025 - **Brand Consultant/Co-Founder, AI Agency**

today

Cobey AI, Eschen, Liechtenstein

- Building up the company with a focus on product development, market readiness and business strategy
- Responsibility for brand development and corporate design
- Implementation of marketing campaigns, website and multimedia content

### 07/2025 - **Carpenter (Part-time)**

today

Paul's Haus Service, Salez, Switzerland

- Individual customer projects
- Responsible and structured work execution

### 01/2025 - **Brand Development & Project Manager**

08/2025

flowX, University of Liechtenstein

- Development of corporate design and brand identity for a tech start-up/research project
- Creation of professional pitch decks for investor and partner presentations
- Project management for participation in the START Summit St. Gallen (strategic positioning & event preparation)

### 09/2024 - **Growth (Sales/Marketing)**

04/2025

START Global, St. Gallen, Switzerland

- START Global is a Swiss non-profit organisation that connects founders, investors and industry experts from European start-up ecosystems.
- Development and marketing of the international event START Summit 2025.
- B2C sales and Management of partnerships with a focus on the START Summit

### 08/2021 - **Managing director, Tattoo Studio**

07/2023

Goldene Nadel Fulda & Hünfeld, Germany

- Management of two studios, including establishment of the Hünfeld location
- Personnel management and development (team meetings, feedback, application processes, induction)
- Collaborations with international tattoo artists
- Event and customer management: organisation of exclusive formats
- Responsibility for marketing, social media and customer acquisition
- Management of operational processes: day-to-day business, purchasing, accounting, complaint management

### 08/2020 - **Project management internship, Video production**

10/2020

Mynd, Frankfurt, Germany

- Coordination and supervision of explanatory film productions from briefing to project completion (including concept development, illustration, animation)
- Customer consulting and independent project management for TÜV Saarland, Avacon, Comsol, Enercon, nexnet, and others
- Planning and control of resources, time and budget to ensure efficient project processes

11/2017 - **Waiter and bartender**  
11/2020  
Restauration zum goldenen Rad, Fulda, Germany

09/2015 - **Carpenter**  
10/2017  
Tischlerei Goddemeier & Fensterbau Henke, Münster, Germany

- Responsibility for construction sites and supervision of trainees
- Individual implementation of diverse customer orders



## Educational background

09/2023 - **Master of Science, Entrepreneurship & Management**  
01/2026  
University of Liechtenstein  
**Thesis:** Branding in Startups (Grade: 5.6 - CH-System)

10/2017 - **Bachelor of Science, Digital media**  
07/2021  
Fulda University of Applied Sciences, Germany  
**Thesis:** Corporate Identity of Tattoo Studios (Grade: 2.3 - DE-System)

09/2014 - **Vocational baccalaureate in Construction and Wood Technology**  
05/2015  
Wilhelm-Emmanuel-von-Kettler Vocational college, Münster, Germany

07/2011 - **Apprenticeship as a Carpenter**  
07/2014  
Tischlerei Goddemeier, Münster, Germany



## Intercultural experiences

06/2025 **Study trip - Canada**  
Toronto & Montreal, Canada

- International study trip focusing on business and culture

02/2016 - **Work and travel in New Zealand**  
08/2016  
Independent work and adaptability in an international environment

- Practical work as a carpenter and seasonal work as a kiwi fruit picker



## Interests

- Passionate about **strength training** and maintaining an active lifestyle
- Enthusiastic long-distance **runner**, including participation in marathons
- Strategic thinker with a love for **chess**
- **Reading** (Tip: The Uncontrollability of the World from Hartmut Rosa)