



● On-site · Berlin

// 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 JavaScript, 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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🌐 devs.berlin

🌐 linkedin.com/in/code-k

🌐 github.com/code-k

🌐 github.com/koch-crsd

WORK ACCOUNT

📍 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 _crsd (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 AI Fundamentals
Braze · Jul 2026 · Foundational

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	Ronald Koch Senior Technical Consultant, Salesforce Germany ✉ Contact on request
Thomas Rekitke Former MD & CTO, UDG & KMF · Impeo Software ✉ Contact on request	Tobias Schlösser Former MD, UDG Berlin · Sparkassen-Finanzportal ✉ Contact on request