

Stefan Tewes



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51067 Köln



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40 Jahre

* 28th August 1984

As a forward-thinking and curious mind, I embrace the transformative power of cutting-edge technology in today's dynamic world. My vision is to foster innovation through creative excellence and continuous learning. We are in an era marked by rapid digital evolution, breakthrough innovations, and the ascent of artificial intelligence, fundamentally reshaping our lives and workplaces. Emerging tools unlock new opportunities and untapped potential. Now, more than ever, success hinges on our ability to innovate, adapt to change, and stay ahead of the curve, a philosophy I live by every day.



Stefan Tewes Career

-
- 2024
- 2023
- 2022

since April 2021

Expert Media Research
Implementation

RTL Deutschland GmbH

————— ● 2021

- 2020
- 2019

October 2018 - March 2021

Group Head Business Analytics

[m]SCIENCE GmbH

————— ● 2018

- 2017
- 2016
- 2015
- 2014
- 2013

• 2012

April 2011 - September 2018

Group Head Research

MediaCom - Agentur für Medienberatung GmbH

————— ● 2011

• 2010

May 2009 - May 2012

Editor TV Ratings and News

Quotenmeter.de

————— ● 2009

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Stefan Tewes Fields of Work

Custom Marketing Mix Modelling (MMM)

Project management for the development and enhancement of statistical analysis methods in advertising impact research, tailored to the unique characteristics of products like "TV format" or "streaming subscriptions," which cannot be reliably modeled using traditional FMCG-focused MMM. Implementation as R packages, along with setting up an automated and standardized data pipeline using GCP BigQuery.

Automated Target Group Segmentation

Ongoing analysis of user data and usage measurements for RTL+ subscribers, aiming to classify them into various user segments using Python and BigQuery. The process is monitored and analyzed via an R Shiny dashboard.

Ratings Forecasts, Format and Audience Analyses

Forecasting business metrics for upcoming months, considering trends, seasonality, and competition at an hourly level. Application of fundamental statistical methods and delivery of interactive charts using R and Plotly.

Member of the „Expert Board Prompt Engineering“

Support in the conceptualization of AI-powered products within RTL Deutschland and responsibility for leading workshops on AI image generation with focus on prompting within RTL and Bertelsmann.

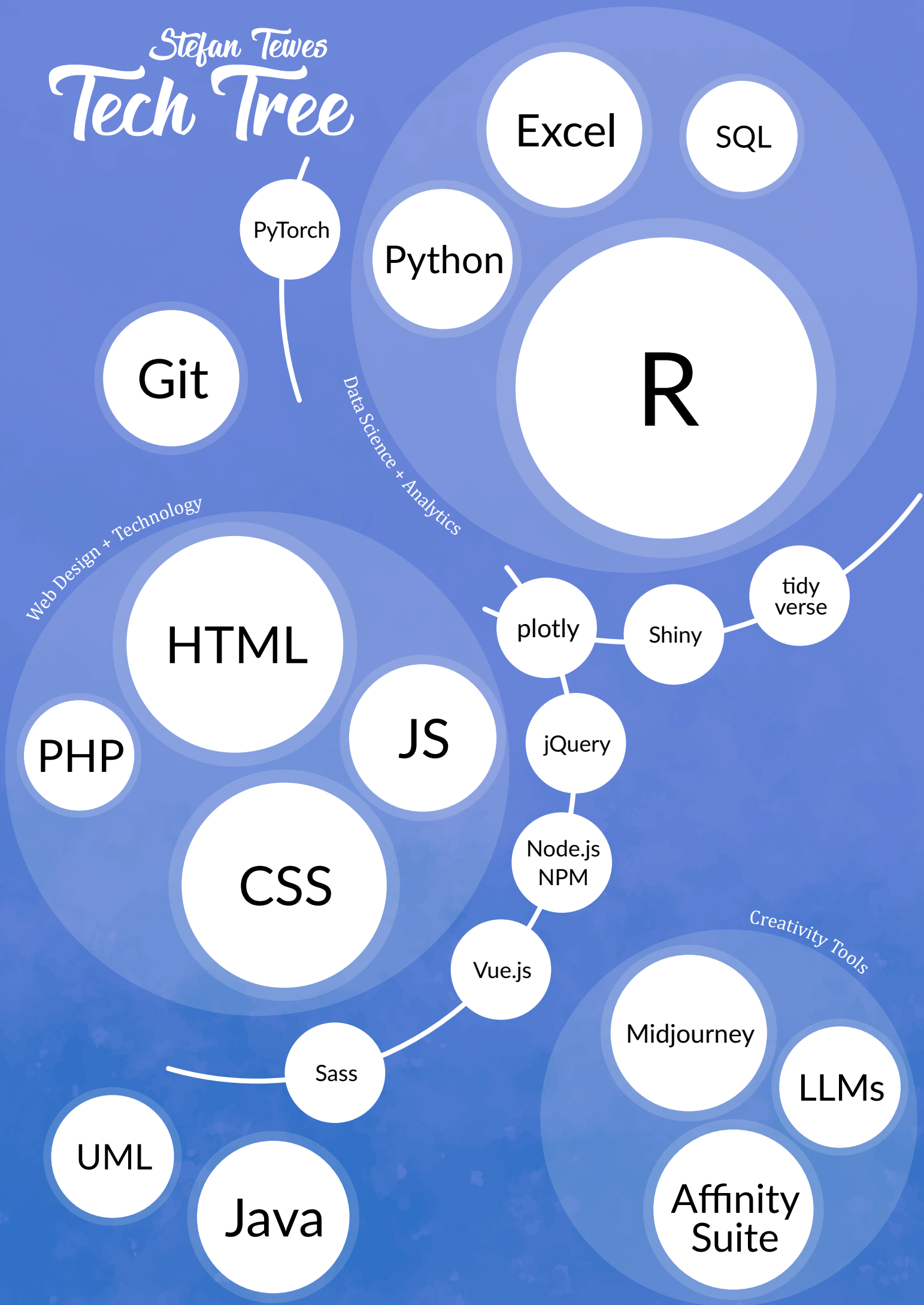
Leadership of the „Development“ Team

Disciplinary and professional management of a two-person team of developers, with the goal of implementing software solutions in R and Excel. These solutions are used by the "Business Intelligence" department of [m]SCIENCE for the efficient, standardized, and high-quality execution of client projects in advertising impact research.

Development of Processes, Methods, and Software in Holistic Market-Media Research

Creation of new methodologies, such as integrating offline media performance (particularly TV) into attribution modeling, which traditionally focuses exclusively on online channels.

Stefan Tewes
Tech Tree



PyTorch

Excel

SQL

Python

Git

R

Data Science + Analytics

Web Design + Technology

HTML

plotly

Shiny

tidyverse

PHP

JS

jQuery

CSS

Node.js
NPM

Vue.js

Creativity Tools

Sass

Midjourney

LLMs

UML

Java

Affinity
Suite

Stefan Tewes

Work Skills



Languages

Deutsch: First Language
Englisch: Fluent both written and spoken
Language Certificate Business English (~ CEFR level C1)



Statistics and Data Analytics

Statistical Methods: Excellent
Diploma in Statistics with Grade 1.2
R, tidyverse, R Studio: Excellent
Excel: Excellent
Python, PyTorch: Good
Udacity Nano Degree in **Machine Learning with Python**
SQL, BigQuery: Good



Dashboards

R Shiny: Good
Streamlit: Basic Knowledge



Web Technology

HTML: Excellent
CSS, Sass, Less: Excellent
JavaScript, jQuery, Vue.js: Good
PHP: Good
Node.js, NPM: Basic Knowledge



Further Coding

Java: Good
UML: Good



Project Management

Git, Gitlab: Excellent
Jira: Good
Teams, Sharepoint: Good



Creativity Tools

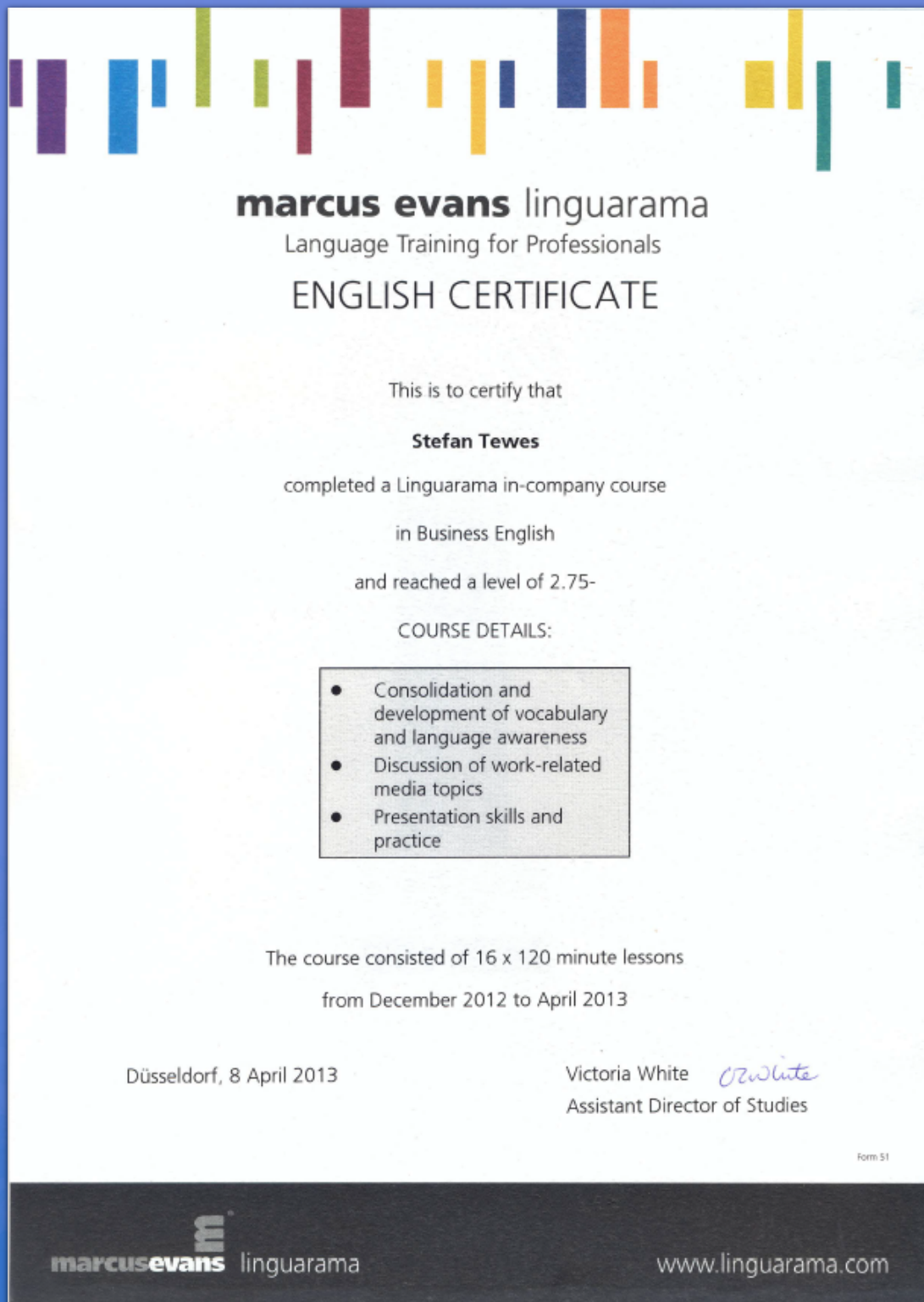
Midjourney: Excellent
ChatGPT, Llama: Excellent
Affinity Suite: Good
Krita: Good



Areas of Expertise

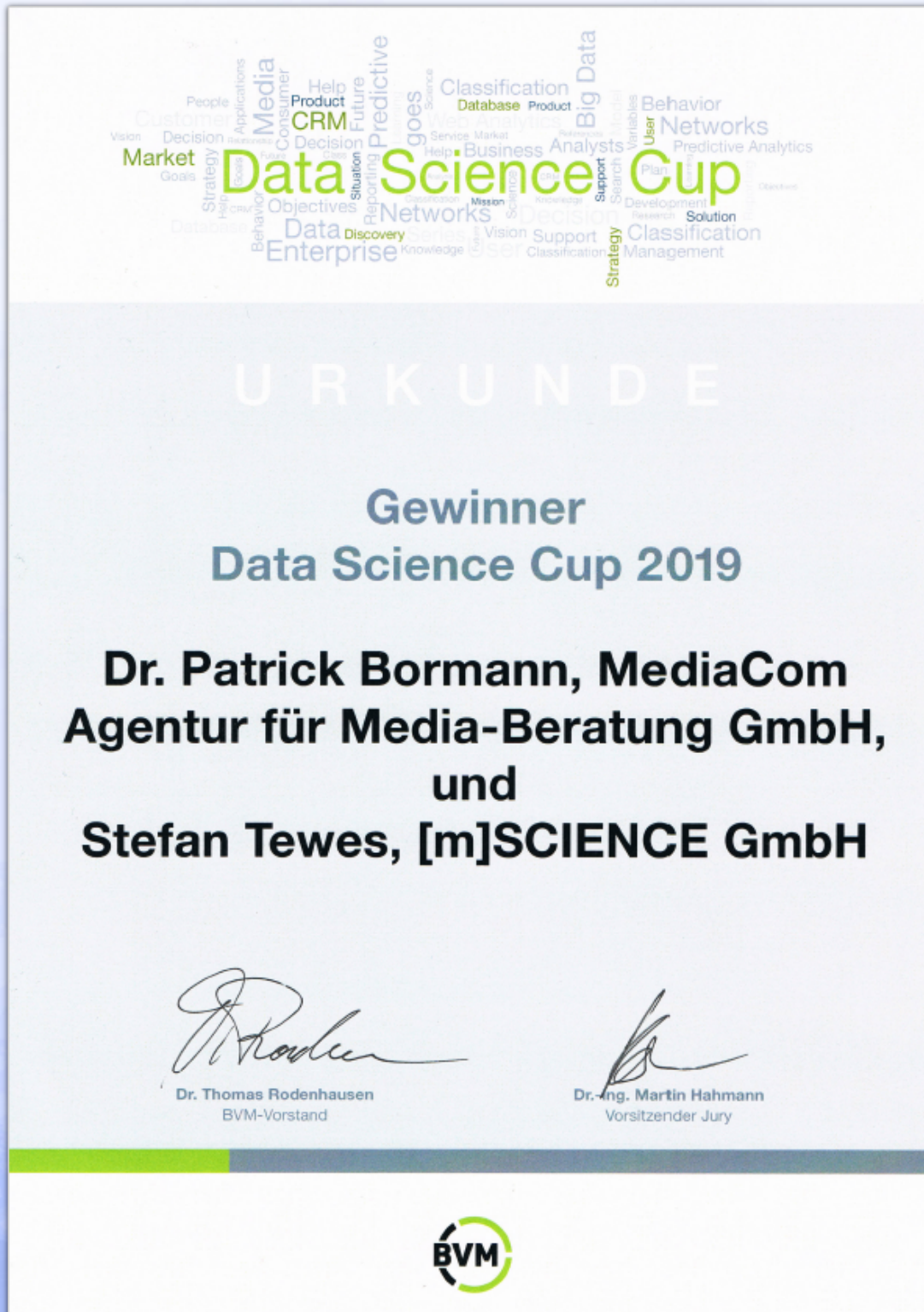
Media Communication and Marketing, Market Research, Advertising Impact Research
TV, Streaming, and Online Communication
TV Ratings, Market Share, Media KPIs
Generative AI

Stefan Tewes Achievements



Linguarama English Certificate „Business English“
Level 2.75-
(equal to CEFR-Level C1)

Stefan Tewes
Achievements



**BMV Data Science Cup 2019
Winner**

Stefan Tewes Achievements



Udacity Nano Degree
AI Programming with Python
(Bertelsmann Scholarship Program)



Stefan Tewes Achievements

Technische Universität Dortmund
Fakultät Statistik

Diplom-Zeugnis

Herr Stefan Tewes

geboren am 28.08.1984 in Essen
hat am 22.10.2010 an der Technischen Universität Dortmund
die Diplomprüfung in

Statistik

gemäß der Prüfungsordnung vom 15. 10. 2004
bestanden mit dem Gesamturteil

sehr gut (1,2)

**Diploma (1.2) in Statistics with a minor in Computer
Science**

Thesis topic: "Construction and comparison of indices and
algorithms for temporal clustering on audio time series"
(grade 1.0)

Stefan Tewes

About Me



Storytelling Enthusiast

Every good presentation is a story.
Every good conversation is a play.
Every great memory has a context.
Telling a story is creating playful memories that stay with people.
Listening to a story is fun.



Aesthetics Afficionado

The color of a car, the logo of a beverage brand, the layout of a magazine.
The handle of a screwdriver, the sweep of a signature, the rhythm of a text.
The way a menu unfolds, a button stands out, sparkles with a click and elegantly disappears.
I love good design.



Gamification Believer

Kids love to compete. Give an adult a game and they will develop the motivation and joy of a child again.
Life can be so much for fun if we play games instead of facing obstacles.
And if not, there are always board games.
So many board games.

Stefan Tewes

Stefan Tewes

12th November 2024

