

Account and client leadership for brand, digital and content, built inside the studio I founded in Berlin in 2015. I run the account: the relationship, the brief, the budget, the timeline, and the choreography that gets a global brand project delivered on time and on brand. I have led work for GUESS, Zalando and Wolters Kluwer, alongside growth-stage AI companies and multi-country EU programmes. I work in English, German and Spanish.

Work Experience

2015–Present

Founder & Head of Brand and Digital mimosa GmbH, Berlin

Branding and digital studio. Client lead on every account since founding, with a core team of up to 12 and a network of 500+ creatives across 90+ cities. Sole accountability for scope, resourcing, budget and delivery across concurrent projects, and owner of studio P&L, forecasting and monthly KPIs.

Client partnership

Long-running partnerships with founders, CMOs, brand leads and public-sector stakeholders. Consulted on social for GUESS for over two years, embedded alongside their in-house teams. Grew single projects into multi-phase retainers.

International delivery

Led cross-disciplinary teams across strategy, design, digital and production. For EU&I, Europe's voting advice application, delivered brand, campaign and assets in 25 languages across 27 countries; the platform reached 850,000 users in its first 30 days. Led a €138K campaign for Libra by Wolters Kluwer on a €78K production budget.

Content at scale

Built the multilingual content pipeline behind paid advertising for Zalando and Delivery Hero. Piloted AI-assisted content workflows with GUESS, later expanded into briefs for the brand's other agencies. Deployed €500K+ a year in client media budgets.

New business

Built the client base from zero to a roster including GUESS, Zalando and Wolters Kluwer: led every pitch and proposal, negotiated every contract and extension, and mentored juniors into holding their own client relationships.

Skills

Accounts

Client Partnership
& Account Growth

Delivery

Project Delivery
& Workflow Facilitation

Commercial

Budgets, Scope & Timelines
Negotiation & Reporting

Teams

International Team
Coordination

Production

Supplier & Partner
Management

Brand

Strategy & Positioning
Content Production at Scale

Presentation

Client-Ready
Strategic Decks

Education

MBA

INCAE Business School

Exchange

European Business School

Languages

Spanish (native)

English (fluent)

German (fluent)

Selected clients

GUESS

Zalando

Delivery Hero

Foodora

American Tourister

Grover

Splice

IDAGIO

Forest Stewardship Council

European University Institute
