



I build **brands**
that drive *business growth*.

SEE MY WORK ↗

BRAND & MARKETING STRATEGY · POSITIONING · CUSTOMER EXPERIENCE · GTM

Key Achievements

Bella&Bona	B2B Positioning & Scalable Brand Systems Multiple Five-Figure Client Wins <ul style="list-style-type: none">Unified four service lines under one workplace-experience proposition and translated it into website and pitch frameworks that helped Sales win multiple five-figure contracts.Built scalable brand systems spanning messaging, governance and AI writing, plus end-to-end asset development – from audit and creative concept through production to a reusable content library.
foodspring	Commercial Creative Strategy 4 Markets +30–50% CTR €4.8M+ Impact <ul style="list-style-type: none">Turned the Advent Calendar into a 24-day fitness journey built around customer goals: 10,000 units sold ahead of target, ~€500K revenue, highest-grossing launch of 2018 and 1,100+ new community members.Led performance storytelling and creative testing for €5K–€10K daily media spend across four markets; relevant A/B tests lifted CTR by 30–50%, contributing to an estimated €4.8M+ revenue impact.
Just Spices	Performance Creative Strategy 3x Paid-Media Scale-Up <ul style="list-style-type: none">Redesigned paid creative strategy and campaign storytelling to combine conversion with stronger brand ideas, supporting a 3x paid-media scale-up versus the previous agency setup.
ahead	Repositioning From Functional Nutrition to a Broader Brand Proposition <ul style="list-style-type: none">Advised the founders on repositioning from functional nutrition toward a broader feel-good / better-for-you proposition, translating it across portfolio, packaging, identity, website and campaigns concepts.

Work Experience

Bella&Bona 05/2025 – 06/2026 Berlin, DE/Hybrid	Head of Brand & Communications Built and led Brand & Communications, managing up to 5 across Brand, UX, Content & Social; led positioning, GTM, customer experience and sales enablement.
Independent 01/2014 – 04/2025 Berlin, DE/Hybrid	Brand & Marketing Strategist Creative & Copy Lead (Project-based) Advised consumer and B2B/SaaS brands on positioning, value propositions, creative strategy, messaging, GTM and customer experience; selected clients included Just Spices, ahead, share, AG1, Hotjar and Krüger Group.
BEAT81 12/2019–12/2020 Berlin, DE	Head of Brand Led a brand team of up to 3; owned positioning, creative direction, community strategy and scalable brand systems supporting expansion into five cities.
foodspring 01/2017–11/2019 Berlin, DE	Senior Global Brand Strategist Promoted from Senior Content Creator Led positioning, product storytelling and creative strategy across DACH, France, Italy & Spain, translating brand strategy across paid media, CRM, PR, social, e-commerce and retail/POS.
Wayfair 01/2016 – 08/2016 Berlin, DE	Senior Copywriter Led 5 writers across DACH/UK, overseeing brand voice, UX copy, campaign messaging and localisation standards across international e-commerce.
Fab.com 02/2012 – 11/2013 Berlin, DE	Copywriter & Editor Led 4 writers and owned German editorial quality, product storytelling, brand voice and workflows during rapid European growth.

Education

IU University of Applied Sciences 02/2024–02/2025 Remote	Strategic Digital Marketing Specialist Master-level vocational training	Bauhaus University & Université Lumière 09/2008 – 10/2015 Weimar (DE), Lyon (FR)	Media Studies & Communication	Languages German (native) English (C2) French (C2) Spanish (B1)
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