

Sarah Masete

Executive Producer & Creative Director

Berlin, Germany & Remote		sarahmasete@gmail.com	Linkedin: Sarah Masete
Executive Producer and Creative Director working across cultural production, brand experiences and multidisciplinary creative projects. Co-founder of Saint Loba and Kilowatt Berlin, and Executive Producer at Baketown. Recognised by Olafur Eliasson and WePresent and named a Prazzle Visionary 35 (2024) for work across visual storytelling, technology and representation. 5+ years of experience leading projects from strategy and concept development through creative direction, production and delivery - spanning live experiences, cultural programming, brand-led activations and artist development.			
CREATIVE TOOLS	CORE COMPETENCIES	LANGUAGES	
Adobe Suite, Figma, Notion Blender, Midjourney, Runway, Spark AR, Gemeni	Executive Production, Creative Direction, Brand & Cultural Strategy, Experiential Production, Programme Development, Partnerships & Business Development, Curation, Project & Budget Management, Art Direction	Fluent: English, Swedish, and Polish Basic: German and Spanish Comprehension: Norwegian, Danish, Czech, and Slovakian	

SELECTED PROFFESIONAL EXPERIENCE

BAKETOWN - EXECUTIVE PRODUCER

Berlin · 2026 – ongoing

- Lead end-to-end production across Baketown’s live music, cultural programming, artist residencies, and brand-led activations.
- Oversee projects from initial concept and commercial planning through budgeting, artist and partner negotiations, production, staffing, and delivery
- Develop commercial and cultural partnerships with artists, promoters, brands, agencies, and institutions, supporting Baketown’s growth as a venue and creative production platform.

SAINT LOBA - CO-FOUNDER, CURATOR & CREATIVE DIRECTOR

Berlin / Poznań · 2024 – ongoing

- Founded an interdisciplinary cultural platform representing artists of colour through exhibitions, certified editions, and public programs.
- Developed the platform’s brand identity, artist representation model, and cross-Atlantic partnerships.
- Managing production, marketing, and sales goals of 300+ certified editions annually, contributing to sustainable artist income.

KILOWATT BERLIN - CO-FOUNDER, ART DIRECTOR & CURATOR

Berlin · 2023 – ongoing

- Co-founded and directed one of Berlin’s leading Black-led collectives, growing community reach by over 500% within the first year.
- Defined brand strategy, art direction, and and conceptual direction for events hosting 800+ attendees.
- Curated 20+ performances and multidisciplinary events amplifying diasporic and queer voices across Berlin’s nightlife and art scenes.
- Recipient of the governmental Tag der Clubkultur Prize for outstanding curation and programming.

ROUTES IN / SOHO MENTORSHIP PROGRAMME - PROGRAMME LEAD

Berlin / Amsterdam · 2023 – ongoing

- Lead the Berlin Soho Mentorship Programme, connecting emerging creatives from underrepresented backgrounds with established industry professionals through mentorship, workshops and community programming.
- Oversee programme delivery from mentor-mentee matching and cohort development through workshops, communications and programme execution, working across 100+ mentors and mentees to date.
- Previously led brand and creative strategy for Routes In, delivering a 300% increase in engagement, 70% growth in following and significant organic reach.

FREELANCE CREATIVE DIRECTOR & ART DIRECTOR
Global · 2020 – ongoing

- Working across creative direction, brand design, and emerging technologies including 3D, AI, motion design, graphic design, and website development.
- Developed creative workflows, concept direction, and visual systems for artists and brands.
- Designed workshops and creative products for Dubai Design Lab, integrating design thinking and experiential education.
- Served as Marketing & Growth Hacker at Mischief Makers (Amsterdam), developing multi-platform content and community growth strategies.
- Selected by Olafur Eliasson for WePresent (2023) and named a Prazzle Visionary 35 (2024) for pioneering artistic use of AI in visual storytelling and brand innovation.

RECOGNITION & FEATURES

- Selected by **Olafur Eliasson for WePresent (2024)**
- Named **Prazzle Visionary 35 (2024)**
- **The New York Times** - 3D and Motion for their **Gravity, Time & Sneaker** campaigns, **7× shortlisted at Cannes Lions (2023)**
- **Tag der Clubkultur Prize (2024 & 2025)** - Government of Berlin, awarded to Kilowatt Berlin

EDUCATION

- Hyper Island** - Digital Media Creative
- University of Gävle** - 3D Modelling & Animation
- Mischief Makers** - Facilitation & Group Leadership
- University of Luleå** - Entrepreneurship & Business Planning
- University of Stockholm** - Psychology 1
- University of Gävle** - Impact on Attitudes & Behaviours
- Slash.ten** - Retail Sales Consulting & Advancement

INTERESTS

Art and visual culture, emerging technology, spatial and sensory experience, cultural theory, music and interdisciplinary practice.