

VICTORIA ENGLERT

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SUMMARY

Business systems and execution leader with 14 years of experience across fast-moving, cross-functional organisations, from global agencies to early-stage, founder-led companies.

I create leadership leverage by turning ambiguous priorities, complex stakeholder input, and operational data into clear decisions, executive materials, accountable workstreams, and measurable execution.

Background spans operations, marketing, data-analysis, product-adjacent delivery, reporting and growth, with repeated responsibility for workflows, documentation, and AI-enabled workflow design across remote and multi-market environments.

I am particularly effective where leaders need an independent operator who can structure complex work, communicate appropriately across audiences, protect momentum, and move critical initiatives from discussion to completion.

CORE STRENGTHS

- CEO & leadership leverage
- Cross-functional stakeholder alignment
- Strategic prioritisation & execution planning
- Commercial analysis, project economics, and operational reporting
- Executive communication, briefings & presentations
- Operating system, workflow & SOP design
- AI-enabled research, synthesis & automation
- Dashboards, reporting, and execution visibility\

RELEVANT WORK EXPERIENCE

Independent Consultant — Business Systems, Marketing Operations & AI-Enabled Workflows

2025 January – Present | Remote

Advise founder-led and growth-stage organisations on execution structure, marketing operations, workflow design, internal systems, and AI-enabled knowledge work. Work spans operating model design, documentation, project management systems, marketing execution, founder support, and practical AI use cases for research, synthesis, drafting, and workflow automation.

Specific client work includes:

- **Acted as a strategic sparring partner to founders**, helping clarify priorities, structure ambiguous business problems, and translate high-level concerns into concrete decisions, workstreams, and next steps.
- **Advised founders on project structure, delivery visibility, time tracking, cost visibility, margin logic, and project economics** to improve decision-making and operational control.
- **Helped analyse where value leakage occurs** across pricing, scoping, delivery effort, rework, unclear ownership, and operational habits.

- **Designed workflow structures, documentation systems, ownership models, and execution rhythms** to improve prioritisation, accountability, and follow-through.
- **Implemented project management and collaboration infrastructure** across client organisations, including ClickUp, Jira, Confluence, Notion, Miro, and Microsoft 365.
- **Built AI-assisted workflows** for research, synthesis, drafting, documentation, and repeatable business processes.
- **Publish practical content** on business systems, operational clarity, pricing logic, project structure, and founder-led execution.

Chief Marketing Officer & Co-Founder | Qurator.com Sustainability Tech Ecosystem
2023 June – 2025 January | International (Remote)

*Co-founded and operated an early-stage B2B sustainability tech platform. While formally titled CMO, acted as a **founder-operator across strategy, product, marketing, internal systems and day-to-day execution**, translating ambiguous priorities into concrete workstreams and external-facing materials.*

- **Designed and owned the company's internal operating system**, spanning ClickUp structures, workflows, task standards, documentation and remote-team execution rhythms.
- **Supported founder-level strategy and pivot discussions** by synthesising market, product, customer and team input into clearer priorities and next steps.
- **Built AI and no-code workflows** for content, research and internal coordination, reducing manual work and improving execution consistency.
- **Led product development and user experience design**, translating strategic direction into user flows, requirements, acceptance criteria and developer tasks.
- **Created external-facing narratives and materials** across website, sales, partnership and content channels, turning complex sustainability-tech information into clear communication.
- **Led platform and website architecture**, including the independent migration of thousands of pages to Webflow.

Digital Director | Spark Foundry (Publicis)
2022 October – 2023 November | Germany (Remote)

Senior leadership role within a global media network, brought in to stabilise execution and create predictable delivery and visibility across complex, multi-stakeholder digital programmes.

- **Owned cross-functional execution** for large-scale digital initiatives, coordinating strategy, data, creative and technical teams for Disney Germany.
- **Built centralised reporting structures and leadership dashboards** to provide consistent performance visibility and decision support.
- **Streamlined operating processes across a ~30-person team**, improving delivery speed and reducing coordination overhead.
- **Led experimentation and performance frameworks**, translating insights into operational and strategic decisions.
- **Acted as escalation and decision point** to unblock execution in high-pressure environments.

International Account Director | Mindshare GmbH (WPP)
2018 October – 2021 December | Frankfurt am Main

Led global programmes for enterprise clients operating across over 60 markets, requiring rigorous coordination, stakeholder management, process discipline and execution control.

- **Led cross-functional teams across the globe**, coordinating strategy, creative and technical delivery for clients including Lufthansa, Sanofi, Telekom and BASF.
- **Owned project delivery for campaigns with multi-million Euro budgets** across 60+ markets.
- **Translated complex client objectives** into structured execution plans, timelines, ownership models and decision-ready updates.
- **Maintained delivery predictability** across high-complexity, multi-market environments.
- **Consistently achieved top-tier client satisfaction scores** while managing demanding international stakeholder environments.

European Digital Campaigning Lead | Havas Media Group

2017 June – 2018 September | Frankfurt am Main

- **Led cross-market strategic planning** for Kia's European digital media initiatives, aligning objectives across 14 EU countries and coordinating teams to ensure consistent execution.
- **Developed detailed implementation frameworks** for media campaigns, ensuring adaptability to local market needs.
- **Acted as primary coordination point** between markets, partners and leadership.

Senior Digital Account Manager + Strategist | deepblue networks AG

2016 February – 2017 May | Hamburg

- **Led digital product initiatives** for Swatch and Bosch, including app and website development.
- **Coordinated design, development and strategy teams** to deliver projects on time and to specification.
- **Translated business needs** into actionable briefs, tasks and deliverables for cross-functional teams.

Project Manager | Razorfish GmbH (Publicis)

2013 May – 2015 December | Frankfurt am Main

- **Managed cross-functional teams of up to 14 members**, including offshore teams, for Nissan, DHL and Kuoni.
- **Oversaw development and maintenance** of complex international websites and localised marketing projects, ensuring timely delivery and quality control.
- **Drove collaboration between design, development and strategy teams**, translating client needs into clear deliverables.

EDUCATION

Bachelor in Business Management, Corporate Communications, Marketing

Singapore Management University | 2007–2011

Graduated on the Dean's List for outstanding performance

RELEVANT IT SKILLS

- **Project Management & Collaboration:** ClickUp, Jira, Confluence, Microsoft Teams, Notion, Miro, FigJam, HubSpot
- **AI & Coding-Assisted Build:** ChatGPT, Claude, Base44, Lovable, Supabase, VS Code
- **Automation & Data:** Make.com, n8n, Airtable, Google Analytics, custom UTM tracking
- **Web & Product:** Webflow, Webstudio, Framer, Wix; basic HTML/CSS/JS understanding
- **Design:** Figma, Adobe Photoshop, Canva, Lightroom, Illustrator, InDesign, Affinity

LANGUAGES

English (Native), German (C1), Chinese (Native)