

SOPHIE CHARLOTTE ANDRESEN

CREATIVE
BRAND EXECUTIVE

SUMMARY

Strategic and innovative creative executive with over 12 years of experience in driving brand growth and creative excellence across diverse industries, including fintech, motion pictures, and publishing.

Adept at conceptualising impactful brand strategies, optimising brand identity design, leading cross-functional teams, and leveraging cutting-edge design tools and methodologies to build and enhance global brand presence.

CONTACT

✳ 12 JANUARY 1991

🌐 SCANDRESEN.COM

✉ SOPHIEANDRESEN@GMAIL.COM

📍 LONDON, UK

SKILLS

Brand Strategy & Leadership:

Global Brand Strategy, Cross-Functional Team Leadership, Stakeholder Management and Agency Handling

Creative Direction & Innovation:

Creative Campaign Development, AI in Design (Midjourney), Adobe Creative Suite, Figma

Technical Proficiencies:

Brand Marketing, Design Systems and Process Optimization, Multilingual Communication (GER, SUI, ENG, FR)

EXPERIENCE

Global Head of Brand & Design

CLARK, Berlin, Germany

2021 - Present

- **Elevated Brand Recognition:** Spearheaded rebranding initiatives that led to a 30% improvement in brand recognition across key European markets, contributing to a 35% increase in sales, reaching over €135 million in 2023.
- **Team Leadership:** Managed and mentored a team of 3-7 designers, implementing a sprint-based ticketing system to optimize workflow and enhance productivity.
- **Cross-Functional Collaboration:** Coordinated with marketing, product, and external agencies to ensure cohesive brand messaging and visual identity across all channels.
- **AI Integration:** Introduced AI-driven design tools, reducing asset production time by 30% and increasing campaign delivery efficiency.
- **Market Expansion:** Defined and executed brand strategies for European markets (UK, CH, FR, NL), enabling local marketing and design teams to drive brand growth.

Brand Design Lead

CLARK, Berlin, Germany

2020 - 2021

- **Campaign Development:** Led the creation of international brand campaigns, managing in-house and external production processes to ensure high-quality deliverables.
- **Brand Consistency:** Ensured coherent brand deployment across digital products, customer journeys, and CRM initiatives, enhancing customer engagement.
- **Stakeholder Management:** Collaborated with cross-functional teams and executives to align brand initiatives with business objectives.

Senior Brand Designer

CLARK, Berlin, Germany

2019 - 2020

Creative Asset Production & Team Coordination: Delivered high-quality creative assets for brand campaigns, performance marketing, and communications, meeting diverse stakeholder needs. Organized and art-directed the design team's workload.

Editorial Designer

Gestalten Verlag, Berlin, Germany

2018 - 2019

Publication Design: Designed editorial layouts and visual content for various publications, ensuring alignment with brand aesthetics and editorial standard.

Freelance Creative Director

Neuromaencer, Berlin, Germany; Los Angeles, USA; Zurich, Switzerland

2013 - 2019

- **Film Industry Projects:** Collaborated with directors on visualizing movie scripts, contributing to projects like "Ghost in the Shell" (Dreamworks) and an undisclosed Netflix series.
- **Exhibition Design:** Conceptualized and executed the "Mobility of the Future" module for the Swiss Federal Railways (SBB) exhibition, managing a team of five concept artists.
- **Public Speaking:** Served as a speaker at the 3D Connector Conference during Croatia Design Week and hosted workshops at the League of Leading Ladies Conference in Interlaken, Switzerland.

EDUCATION

BA Communication Design

SRH Berlin School of Design and Communication
2016-2019

Social Anthropology, Political Science & Sociology
University of Zurich, Switzerland
2011-2013

Law and Art History
University of Zurich, Switzerland
2010-2011

REFERENCE

Tahnee Laternser Freifrau von Cramm
CBO CLARK, Berlin, Germany
+49 171 3379001

AWARDS

German Junior Agency Award 2019
'Aktion gegen den Hunger'
Winner of public choice award

CERTIFICATES

LEAD1x: Exercising Leadership:
Foundational Principles
HarvardX, 2022

CASE STUDIES

Explore my work in branding and design and see my portfolio on scandresen.com