

# CHRISTINA FRANZISKA DOROTHEA GREINER

## CREATIVE DIRECTOR

### CONTACT

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### PROFILE

Driven and experienced creative director bringing fourth valuable industry-experience and passion for fashion and music. Experienced in creating editorial and video productions to further the brand identity and sell a product. Positive reputation for quality work, timely construction, and finishing projects at or below estimated budget. Excellent ability to communicate with clients to make their vision come to life. Hardworking, passionate, open-minded person that gets inspired by traveling, music, fashion, and networking with people.

### EDUCATION

#### Iowa State University

Apparel Merchandise  
Minor: Eventmanagement  
2012-2015 GPA: 3.38

#### London College of Fashion

Summer Styling Program  
May-June 2014

#### Paris American School

Fashion Communication &  
Merchandising  
July 2014

Photoshop ●●●○○

InDesign ●●●●●

Lightroom ●●●○○

Microsoft Office ●●●●●

German ●●●●●

English ●●●●●

Problem Solver

Teamworker

Reliable

Leader

Flexible

Efficient

Innovative

### WORK EXPERIENCE

#### Creative Director & Artist Manager

DefShop GmbH | 2020 - current

As a creative director I am responsible for all creative output from the company to the customer and to make sure that the same visual language is transported through all channels. This includes:

- Planning and executing all image & video campaigns
- Overseeing the production of product pictures with special focus on models and styling
- Creating concepts with the graphic department for the website and online & offline advertisement
- Working closely with the Social Media Team
- Establishing the branding of DefShop's own brand and a general brand book for the entire company

In 2020 I have also managed four artist cooperation's and the branding of their apparel collection for the company.

#### Art Director

DefShop GmbH | 2018 - 2020

Responsible for overseeing the production of all product pictures. This includes:

- Making sure that the stylist and photographers are briefed on the brands positioning in the market
- Staying up to date with current trends in the streetwear market
- Working closely together with the buying and marketing department to highlight products and adjust the displays according to numbers and brands
- Picking out models that fit the brand strategy
- Developing a style guide for the brand in order to set standards for production
- Creating a consistent visual appearance in the shop

#### Fashion Editor & PR Manager

DefShop GmbH | 2017 - 2018

Responsible for the online magazine for the streetwear company Defshop. Working closely together with a variety of writers and come up with ideas for the magazine's content. Aligning the content with marketing and scheduling shootings for different topics.

#### Sales Associate

Urban Outfitters | 2016 - 2017

Customer service, replan the store, make sure the visual appearance of the store is on point, Help remerchandise items, assist the Visual Merchandiser, communicate with a large group of staff and cooperate during projects and activities in the flagship store.