

CHRISTINA FRANZISKA DOROTHEA GREINER

CONTACT

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PROFILE

I am a driven and experienced creative director bringing forth 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. I have 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 Merchandising
Minor: Event Management
2012 - 2015 GPA: 3.38

London College of Fashion

Summer Styling Program
May - June 2014

Paris American School

Fashion Communication &
Merchandising
July 2014

German ●●●●●●

English ●●●●●●

Photoshop ●●●○○○

InDesign ●●●●●●

Lightroom ●●●○○○

Microsoft Office ●●●●●●

Problem Solving

Teamwork

Leadership

Reliability

Efficiency

Flexibility

Budget Planning

WORK EXPERIENCE

Creative Director & Artist Manager

DefShop GmbH | 2020 - current

As the creative director I am responsible for upholding and elevating the Defshop's Brand's direction and work strategically to drive brand awareness and deliver strong engagement through results. I am delivering best-in-class visual design, photography, & audio-video content and am constantly developing and maintaining relationships with designers, motion artists, photographers, filmmakers, illustrators, models and their agents for editorial creatives, working strategically with other leads in the business to ensure the strongest approach to external talent.

I am also leading multiple jobs simultaneously; managing and providing direction to other team members as needed as well as collaborating closely with Marketing, Product, Partnership, Customer Experience and Corporate teams to effectively communicate DefShops UVPs, and to elevate and grow the DEF brand across multiple audiences.

In 2020 I have also successfully managed four artist cooperations and supervised the branding of their apparel collections sold at the company.

Art Director

DefShop GmbH | 2018 - 2020

As the art director I have to own global integrated campaigns and seasonal product stories to develop ongoing, multi-season storytelling and represent and continually push to elevate the bar of creative excellence at DefShop. I am art directing and leading all aspects of art direction for fashion, editorial, and still-life photo and ensuring the content is always on-brand, diverse, contemporary, desirable and within agreed budgets.

Mentoring and growing junior creatives was part of my daily tasks as well as staying current on industry trends and technology. I have also established a styleguide for the process of the product pictures for the online shop to improve the customer experience and strengthen the branding of the company.

Fashion Editor & PR Manager

DefShop GmbH | 2017 - 2018

Responsible for the DefShop online magazine and PR relations.

Sales Associate

Urban Outfitters | 2016 - 2017