



AT ONE GLANCE

Carolin(a) Marchiori | Vienna, AT

CONTACT

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PORTFOLIO

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ABOUT ME

I transform strategic objectives into editorially powerful, conversion-oriented creative concepts that scale across channels and markets. Accomplished **Head of Design** and **Creative Director** with 15+ years of experience delivering high-impact brand and editorial experiences across luxury real estate, fashion retail, and health-tech. Led multi-disciplinary teams in delivering print and digital campaigns, magazine relaunches, e-commerce content, and integrated marketing initiatives at global scale.

Core strengths include **brand strategy, editorial systems, art direction, campaign development, front-end design and UI/UX oversight, content strategy, design systems, stakeholder management, and storytelling-driven optimization** to enhance engagement and sales performance.

Multilingual: Native German, Fluent English, Fluent Italian.

Proven international leadership experience managing cross-functional teams and multi-market projects.

SKILLS

LEADERSHIP

Creative team leadership, stakeholder management, budgeting, production planning, image rights management, vendor management, cross-functional collaboration, mentoring & team development

DESIGN & ART DIRECTION

Editorial systems, typography, layout, art direction, photo direction, brand identity, campaign development, visual merchandising, magazine relaunches, content production

STRATEGY & MARKETING

Brand strategy, positioning, go-to-market, content strategy, social media strategy, lifecycle/email campaigns, A/B testing, KPI/OKR tracking, funnel optimization

TOOLS

Adobe CC (InDesign, Photoshop, Illustrator, XD), Figma, Canva, Final Cut Pro, Keynote/PowerPoint, basic CMS (WordPress/Shopify), basic Asana, Trello, Miro

LANGUAGES

Native German, Fluent Italian, Fluent English, Basic Spanish

WORK EXPERIENCE

Head of Design (external consultant) — **GG Magazine, Engel & Völkers** | **12/2023 – PRESENT | HAMBURG, DE**

- Led editorial design for multi-language luxury real estate magazine, standardizing layouts and introducing new categories to modernize brand presence
- Partnered with Editor-in-Chief on issue themes and cover strategy; secured and art-directed features with A-list talent (Sharon Stone, Kevin Costner)
- Implemented **Figma-based extensions** and Canva templates, increasing social engagement and **CTR by 18%**
- Redesigned media kit and ad formats, improving advertiser satisfaction
- Directed photoshoots: concepts, moodboards, briefs, locations, and post-production, ensuring brand alignment and efficiency
- Managed translation workflow across five languages, ensuring timely multi-market publication

CMO & Creative Advisor (co-founder) — **FrequenCell Technologies** (former Vitalfield) | **12/2023 – PRESENT | VIENNA, AT**

- Advised CEO and founders on brand strategy, product design and positioning, web shop optimization, and online marketing campaigns
- Co-developed investor memorandum, **securing €1.5M in initial funding**
- Oversaw brand redesign and **corporate identity development**, strengthening market positioning



- **Led UI/UX front-end redesign of website**, enhancing product presentation, user experience (UX), and customer journey to drive engagement and conversion
- Directed full product campaign lifecycle; introduced product extensions, increasing ancillary sales
- Managed freelance teams for graphics, editorial, and marketing deliverables
- Supervised full product campaign lifecycle; introduced product extensions, increasing ancillary sales
- Managed freelance teams for graphics, editorial, and marketing deliverables

Creative Director (external consultant) — PKZ Burger-Kehl & Co. | 01/2016 – 12/2019 | ZÜRICH, CH

- Directed the **modernization of brand identity** across all channels, including e-commerce and retail communications
- **Managed international campaigns**, social media, newsletters, and visual merchandising initiatives
- Led creative teams of up to 20, overseeing photography, videography, styling, post-production, and content creation, collaborating with A-list models including Mini Anden, Olli Edwards, Hillary Rhoda.
- Developed social media strategies that increased engagement among younger audiences and enhanced brand awareness
- Optimized online shop, newsletters, and email campaigns, **achieving measurable increases in CTR and conversion rates (+15%)**

Senior Art Director (external contributor) — PKZ Burger-Kehl & Co. | 01/2012 – 12/2015 | VIENNA, AT | HAMBURG, DE

- Led company magalog redesign to boost reader engagement and drive sales-focused content
- Developed innovative layouts, visual storytelling, and integrated campaigns that enhanced brand perception and **contributed to measurable revenue growth** and **25% increase in sales for featured fashion products**
- Coordinated photoshoots, styling, set design, and post-production for all magazine issues
- Collaborated with internal teams and external agencies to ensure consistent brand communication
- Achievements in magazine performance and audience engagement led to expanded responsibilities and **promotion to Creative Director**

Art Director (external contributor) — Flair Magazine | 01/2010 – 12/2011 | VIENNA, AT | BERLIN, DE

- Defined and refined magazine USP and visual identity, **maintaining competitive edge in the print market**
- Oversaw monthly production of 178-page magazine, managing graphic artists, editorial contributors, and lithographers
- Developed innovative editorial concepts and magazine covers, boosting reader engagement and newsstand visibility

Graphic Designer (external contributor) — self employed | 2007 – 2009 | HAMBURG, DE

- Designed commissioned projects for magazines including **Gala, Women's Health, Emotion, Grazia, Life & Style, and Closer**
- Assisted production companies Flemming and Vincent TV on creative deliverables

Editorial & Production Experience (various internships) | 2003 – 2006 | LOS ANGELES, USA | LONDON, UK

- Bronx Media, Art & Living Magazine, EyePower Films, Firecracker Films — editorial, co-production, and production assistant roles on documentary film projects, supporting content development, shooting, and post-production workflows

EDUCATION

UCLA | LOS ANGELES, USA

Certificate Design Communication Arts **Scholarship Recipient**

Certificate Print & Broadcast Journalism

UNIVERSITY OF HAMBURG | HAMBURG, DE

BA Sociology & Political Science

INTERESTS

Certified Yoga Teacher

Dance enthusiast: Ballet, Salsa, Argentine Tango, Freestyle

Inspired by art, nature, photography, literature

CREDO

CREATIVITY IS INTELLIGENCE HAVING FUN