

Christoph Eisner

Location: Munich – Germany
Phone: +4915252171089
Mail: Christoph.lukas.eisner@gmail.com
Portfolio: design-driven-chris.de
LinkedIn: linkedin.com/in/christoph-lukas-eisner/



SUMMARY

Senior Creative Leader with over 9 years of experience in managing multidisciplinary design teams and guiding creative direction across marketing, product, and digital disciplines. Skilled in strategic goal setting, vision refinement, and project scoping to bring innovative ideas to life. Proven ability to lead global teams and manage C-level stakeholders, with fluency in both German and English. Adept at driving creative initiatives and ensuring high-quality output in fast-paced environments.

EXPERIENCE

Freelancer

01.2019–today

Designer & Art Director

- Delivered over 100 projects for clients in sectors such as social services, retail, SaaS, and publishing.
- Supported several books in achieving bestseller status through targeted content strategies and social media management for leading publishing houses.
- Provided UX/UI design and content strategy consulting to startups, helping clients achieve top market positions.

Wavestone (former Q_PERIOR)

11.2022–12.2023

Customer Experience Consultant

- Led a high-priority project for a leading insurance provider, focused on optimizing marketing automation and streamlining internal processes.
- Delivered improvements that enhanced customer journey efficiency and stakeholder satisfaction for a top European insurer and a global automotive company, positioning the project as one of the company's most impactful initiatives.

SNK Digital-Agency

08.2021–10.2022

Project Manager for Web and Marketing-Automation

- Managed the design and development of bespoke software solutions for a global manufacturing company.
- Increased website traffic, conversions, and customer retention through successful project management of a global healthcare company's website with over 10 languages, securing long-term account retention.
- Doubled the budget for a key client in the healthcare billing sector by implementing marketing automation and establishing a new sales channel that enabled the client to meet their sales target.

EDUCATION

B.A. Communication design

HfG Schwäbisch Gmünd

2012 – 2015

Commercial college

Komprecht Engel Privatschule

2010 – 2011

Retail salesman

Foto/Video Becker

2006 – 2008

CERTIFICATIONS

- Google Project Management 2021
- Leading Project Teams 2023
- Scrum Master Certified 2023
- Leading Scrum Teams 2023
- BSI - Marketing Automation and AI 2023
- BSI - Advanced Marketing Automation 2023
- Moderation in Business 2023

LANGUAGES

- **German:** Mother tongue
- **English:** Business fluent
- **Spanish:** Beginner

OMD Germany
Media Planner

10.2018–12.2018

- Managed paid media campaigns with a focus on ROI for a leading poultry industry association, optimizing strategies to improve performance.
- Utilized data analysis to refine advertising approaches, enhancing overall campaign efficiency for a major trade fair organizer.

Freelancer

11.2017–10.2018

Designer/Consultant

- Advised startups on design and supported them in realizing their visions through website design and development.
- Thrived in a highly competitive freelance market, delivering bespoke web design and UX solutions for a social media agency and a hostel chain in Japan.

Sanmigual - Brand Agency

07.2016–10.2017

Designer for UX/UI and Branding

- Assisted the agency in securing competitive web design contracts for a luxury hotel chain by successfully pitching projects against larger agencies.
- Awarded for web design by delivering innovative and user-friendly website projects for the same luxury hotel group.
- Successfully rebranded a furniture design company by conducting detailed branding workshops and developing cohesive brand identities.
- Contributed to the creation of a successful employer branding campaign for a major hospital group.

Freelancer

01.2016–06.2016

Web Designer/Developer and Graphic Designer

- Delivered tailored web design solutions for clients across various industries, focusing on improving usability and increasing engagement.
- Developed and implemented social media strategies for small and medium-sized businesses to strengthen their online presence.
- Advised clients on digital strategies and optimized their online platforms to enhance usability and user experience.

61DesignStreet

03.2015–08.2015

Web and Content Designer - Internship

- Quickly advanced from intern to working on real client projects for a prominent hotel chain.
- Played a key role in securing a major client through effective design solutions for the hospitality sector.
- Designed and developed engaging web content that resonated with target audiences, contributing to increased site traffic for a cloud computing firm and a private school.

TECHNICAL SKILLS

- UX/UI Design (Figma, Adobe XD)
- Web Design (WordPress, Elementor)
- Marketing Automation (Salesforce, BSI)
- Adobe Creative Suite
- AI (GPT, Midjourney, Runway, ...)

MARKETING SKILLS

- Content Creation
- Multichannel Campaign Management
- SEO & SEM
- Branding & Storytelling

SOFT SKILLS

- Leadership & Team Management
- Strategic Thinking & Problem-Solving
- Creativity & Communication

EXTRACURRICULARS

Music Production: Utilizing sound design and multimedia storytelling to enhance digital content creation.

A.I. Enthusiast: Passionate about exploring the latest advancements in artificial intelligence for creative and marketing solutions.

Video Editor: Skilled in using editing software to create compelling visual narratives, including storytelling, post-production effects, and color grading.