
Professional Activities & Experience

Brand Identity Consultancy

Freelance Consulting (Monaco, Jun 2009 - ongoing)

Consulting companies or individuals in visual brand identity building. This includes website design and presence, SEO, social media, stationary, interface or presentation design, logo creation and related photography.

Head of Corporate Design

Lehner Investments (Monaco, Oct 2009 - Oct 2010)

Responsible for the company's corporate identity, online presence/appearance and numerous marketing materials

Internships & Freelance Work

Brand & Design Manager

Monaco GT (Monaco, Jun 2008 - Mar 2010)

Complete corporate branding package (logo, web interface, corp. image development)

Digital Newsletter Design

Salvatore Ferragamo Timepieces (Monaco, Mar 2009 - May 2009)

Freelance newsletter design for employees, distributors and retailers. Created innovative visual material that goes in line with the Ferragamo communication

Private Banking Brochure Design

SG Private Banking (Monaco & Dubai, Jun 2007 - Oct 2007)

Developed two new private banking brochures for Monaco and Dubai branch. Worked in the marketing department and designed internal and external document presentations as well as ad concepts

Marketing & Design Manager

C.D.M. Associates (Monaco, Jun 2005 - Jun 2007)

Created a company web brochure and designed property presentation material. Web interface and first experiences with online advertising campaign development.

Education

Photography Seminar

Private Course (Monaco, Mar 2011)

Personal photography coaching session including shooting, analysis, selection and presentation techniques

Master Degree with Honors "Outstanding Fellowship Award"

International University of Monaco (Monaco, Sep 2008 - Jun 2009) Specialization in Luxury Watches and luxury branding

Luxury Watch & Jewelry Manufacture Insights

Geneva & La Chaux-de-Fonds (Switzerland, Oct 2008)

Vacheron Constantin factory and museum visit, Girard-Perregaux factory visit, Gilbert Albert Boutique visit

Bachelor of Science in Business Administration & eCommerce

International University of Monaco (Monaco, Sep 2003 - Jun 2008) Specialization in Marketing, Thesis written on the Massification of luxury

International Baccalaureate

Salem International College (Überlingen, Germany, Sep 2000 - Jun 2003) Higher Levels: Art & Design, English, Physics

Languages

German	Native
English	Fluent
French	Intermediate

Computer & IT

Web	HTML, CSS, WordPress, PHP (basic), MySQL (basic), DreamWeaver
Adobe	Photoshop, Illustrator, InDesign, Premiere, DreamWeaver
Microsoft	Word, Excel, PowerPoint, Publisher
Apple/Mac	Pages, Numbers, Keynote
Photo Editing	Photoshop, Lightroom, Photomatix, Dynamic Photo HDR

Active Hobbies & Interests

Photography, Design, Branding, Marketing, Graphic Design, Advertising