



Leilani Franco

Marketing Creative | Berlin

I am a passionate marketing and branding consultant trained in classical advertising and graphic design. Formerly an artist with over 20 years as director, producer, writer, and performer, I combine my vivid artistic imagination with my passion for creative and emerging technologies to create up-to-date and impactful brand identities and delivering comprehensive marketing solutions for startups.

Contact

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Education

2020

M.Sc.

Advanced Marketing Management
Steinbeis Hochschule | Berlin

2019

Diploma

Advertising and Creative Technology
Miami Ad School Europe | Hamburg

2014

B.A. Honours

Contemporary Media
University of Westminster | London

Expertise

- Brand Strategy
- Marketing Strategy
- Project Management
- Administration
- Creative Concept Design
- Copywriting

Language

English

Deutsch C1

French

Experience

○ 2023- present

Garbicz Festival | Berlin

Marketing and PR

I create graphics and texts for the social media posts and newsletters. I also create local and international PR strategies and the presskits for the upcoming 2024 summer festival.

○ 2023- present

Erfolgswind GmbH | Hamburg

Marketing and Branding Consultant

I work closely with startups and individuals sent from the German government program JobCenter to Erfolgswind GmbH. I conduct branding workshops, guiding clients through the entire branding process, and then set up their social media on various platforms.

○ 2020-2023

Papapeno Chili GbR | Hamburg

Head of Marketing

I created the brand strategy and marketing plans from the ground up into their entry to REWE and Edeka. I also invented a jalapeno alcohol drink for the brand, which would have them pair up with SeaWatch and give proceeds to refugees and immigrants.

○ 2023

ARTSTADT | Hamburg

Head of Marketing

For the 6 month popup exhibition ARTSTADT, I was the head curator and also in charge of marketing. I created campaigns, made PR kits, and corresponded with press for our exhibitions and events. I created all the design assets and updated all the social media across the various platforms, LOVESTADT, BLOCKSTADT, and NFT Academy creator.

○ 2018-2020

VRHQ | Hamburg

Marketing Assistant

Tools

- Adobe Photoshop
- Adobe Indesign
- Adobe Lightroom
- Adobe Premiere Pro
- Canva
- OpenAi Chatgpt
- Google Docs
- Google Spreadsheets
- Hubspot
- Blender