ELENA FEIJOO

Curator & Cultural Producer

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Links LinkedIn, Portfolio, Interview with Subtext & Discourse

01 PROFESSIONAL SUMMARY

Creative professional with over a decade of experience in arts and culture. My career has encompassed launching successful arts businesses, establishing thriving community hubs, and developing numerous exhibitions, where I have meticulously handled every facet of each project's creative and logistical journey. For commercial projects, I've led teams from initial conception through curation and pitching, to comprehensive planning, seamless production, and management.

02 EMPLOYMENT HISTORY

01/2025 — Present

Creative Director at Soft Launch Creative Studio

Berlin

- Provided creative direction, guiding studio vision across film, photography, and digital media.
- Developed concepts through collaboration with artists, designers, and producers, ensuring cohesive project outcomes.
- Oversaw production workflow, managing pre-production, on-set direction, and final delivery.
- Cultivated a culture of experimentation while maintaining clarity in artistic outputs.
- Contributed to long-term strategic planning and growth of studio identity and culture.

10/2016 — Present

Founder/Managing Director at Exgirlfriend EGF UG

Berlin, DE

- Oversaw operations of a 150-square-meter contemporary art gallery, fostering a cultural hub for local and international artists.
- Produced over 30 successful contemporary art exhibitions, collaborating with industry-recognized talents, ensuring high-quality showcases.
- Secured 12,000 euros in funding in 2021, engaging over 100 artist proposals annually, and supporting emerging talent.
- Enhanced gallery reputation through strategic media engagement, resulting in extensive positive press coverage.
- Led community engagement initiatives, developing programs that connect artists with audiences and promote artistic dialogue.

04/2019 — 04/2024

Founder/Managing Director, at Human Esthetic Resources HER gUG

Berlin, DE

- Founded and developed a 1000-square-meter non-profit arts hub, cultivating a vibrant community of local artists and providing affordable workspace.
- Expanded operations through the construction of 24 artist studios and community spaces, successfully accommodating dozens of artists, enhancing local creative engagement.
- Directed comprehensive hub development, including branding, strategic business planning, and team recruitment, achieving operational success since 2020.

- Managed large-scale events with responsibility for vendor negotiations, budgeting, and marketing, consistently attracting thousands of visitors annually.
- Navigated challenges during the pandemic while ensuring resource availability for artists, demonstrating resilience and commitment to the arts community.

05/2023 — 07/2025

Co-Director at GOALGIRLS* creative collective

Berlin, DE

- Led multifaceted teams as co-director at GOALGIRLS, driving digital and real-world campaign results.
- Spearheaded client campaigns and developed client acquisition strategies, enhancing agency growth.
- Directed successful multimedia exhibitions, including the impactful #GIRLRESTING launch event.
- Fostered a creative and collaborative agency culture, ensuring long-term sustainability.
- Enhanced organizational development through strategic initiatives and team-building efforts.

09/2015 — 01/2025

Designer/ Exhibition Curator at Freelance

Berlin, DE

- Curate innovative exhibitions and design projects that engage diverse audiences.
- Lead editorial direction and content curation for emerging artists, ensuring alignment with global voice.
- Oversee content production workflows, maintaining high standards in quality and engagement.
- Manage project timelines and budgets, delivering results while upholding artistic integrity.
- Collaborate with teams to enhance community engagement and support artist development.

09/2015 — 09/2016

Writer/Editorial Contributor at FIELDS Quarterly Magazine- Subtile Media

Berlin, DE

- Delivered captivating articles and conducted in-depth interviews with artists and cultural influencers to enhance platform content.
- Developed engaging content aligned with thematic focus on art, culture, and society, captivating a diverse readership.
- Collaborated with Managing Director to shape editorial direction, contributing to strategic content decisions.
- Engaged in curation and planning for community projects, fostering connections with emerging artists.
- Streamlined content production processes to improve efficiency and quality across all editorial outputs.

06/2013 — 12/2014

Gallery Manager at HEAVEN gallery

Chicago, USA

- Oversaw comprehensive gallery management, ensuring operational excellence through effective artist communication and marketing initiatives.
- Curated and executed exhibitions and installations, collaborating with curators and artists to foster enriching artistic partnerships.
- Managed and optimized the gallery's social media presence, promoting events and art sales to enhance community engagement.
- Developed impactful community programs that reinforced the gallery’s role as a cultural hub.
- Led resourceful fundraising campaigns to support financial sustainability and growth of artistic endeavors.

03 EDUCATION

Aug 2012 — May 2014

University of Illinois at Chicago

Chicago, USA

Masters of Fine Arts

- Graduated with a 4.0 GPA and honors
- Developed and taught a course on contemporary sculpture processes and practices for undergraduate students.
- Taught "Spiral Workshop", a weekend art program provided to Chicago teens.

04 SKILLS

- Curation
- Leadership
- Art Direction
- Visual Design
- Project Management
- Editorial Services
- Adobe Creative Suite
- Decision Making
- Time Management

05 LANGUAGES

English ●●●●●

German ●●●○○