

Creative Director

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ELENA FEIJOO

PROFILE

Highly seasoned creative professional with over a decade of rich experience in design, arts, and culture. My career journey has encompassed launching successful businesses, establishing thriving community hubs, and orchestrating numerous productions, where I have meticulously handled every facet of each project's creative and logistical journey. From initial conception, through curation and pitching, to comprehensive planning, seamless production, and effective management, I have consistently delivered exceptional results.

Skills

- ◆ Product Design
- ◆ Leadership
- ◆ Branding
- ◆ Art Direction
- ◆ Visual Design
- ◆ Data/Research Design
- ◆ Adobe Creative Suite
- ◆ User Interface (UI) Design
- ◆ Project Management

EMPLOYMENT HISTORY**Co-Director at GOALGIRLS* creative agency, Berlin, DE**

May 2023 – Present

Website/Instagram

1. **Proven Leadership and Diverse Expertise:** In just over one year, I have been named co-director of the agency, demonstrating my ability to lead multifaceted teams and deliver results across digital and real-world campaigns.
2. **Rapid Impact and Strategic Contributions:** I've spearheaded client campaigns, driven internal culture initiatives, and formulated a client acquisition strategy, showcasing my agility in making immediate and strategic contributions to the agency's growth and success.
3. **Multimedia Event Director:** In September 2023, I directed a large-scale multimedia exhibition and launch event for our #GIRLRESTING campaign, a testament to my creative vision and event management skills, as well as my ability to execute high-impact campaigns.
4. **Current Lead Producer Role:** I am currently serving as a Lead Producer on our ongoing client projects, demonstrating my capacity to manage complex productions, meet client expectations, and deliver exceptional results within tight timelines.
5. **Organizational Development and Culture Building:** Alongside a team of fellow lead members, I am actively contributing to shaping the agency's culture and internal structure, highlighting my commitment to fostering a creative and collaborative work environment while ensuring the agency's long-term sustainability.

Designer/ Exhibition Curator at Freelance, Berlin, DE

September 2015 – Present

Website/Portfolio

1. **Experienced Curator and Designer:** I have a proven track record of crafting innovative and culturally relevant exhibitions, installations, and design projects that captivate audiences and drive engagement.

2. **Notable Publication and Recognition:** Recognized for significant contributions to the Berlin cultural landscape, including a body of design work featured in SOFT EIS Magazine, highlighting a 15% impact on the publication's design output for the 2023 issue.
3. **Versatile Creative Portfolio:** A diverse portfolio spanning branding, identity systems, logo design, digital assets, print materials, event curation, and catalogs, showcasing the ability to adapt and excel across various artistic disciplines.
4. **Efficient Project Manager:** Proficient in multitasking and project management, consistently delivering high-quality work on time and within budget constraints, while maintaining a strong commitment to artistic integrity.
5. **Masterful with Creative Tools:** Adept in the use of industry-standard creative software, including the Adobe Suite, Figma, and Canva, enabling seamless translation of artistic concepts into tangible, visually stunning creations.

Founder/Managing Director, at Human Esthetic Resources HER gUG, Berlin, DE

April 2019 – April 2024

HER

1. **Visionary Arts Hub Founder:** Successfully launched and oversaw a remarkable 1000-square-meter non-profit arts hub, fostering a dynamic community of local artists and providing affordable private workspace.
2. **Rapid Expansion and Artist Empowerment:** Spearheaded the construction of twenty-four artist studios and community spaces in just one year, offering affordable workspace to over 75 artists during a five-year tenure, significantly impacting the local creative scene.
3. **Comprehensive Hub Development:** Led the development of the arts hub from inception to full operation, encompassing branding, business planning, marketing strategies, management, and team recruitment, achieving full capacity since 2020.
4. **Event Management Expertise:** Orchestrated large-scale events, taking charge of vendor negotiations, contract management, budgeting, timelines, and marketing plans, consistently drawing thousands of annual visitors, elevating the hub's profile.
5. **Resilience in Challenging Times:** Navigated the challenges posed by the COVID-19 pandemic and inflation while maintaining accessible resources for resident artists, demonstrating adaptability and unwavering support for the local arts community. I have since sold my company and its legacy will continue after I leave the project in April 2024 to pursue a new challenge.

Founder/Managing Director at Exgirlfriend EGF UG, Berlin, DE

October 2016 – Present

EXGIRLFRIEND

1. **Gallery Manager and Curator:** Skillfully oversaw a 150-square-meter contemporary art gallery, presenting compelling works by both local and international artists, creating an influential cultural space.

2. **Proven Exhibition Producer:** Achieved a record of success by producing over 30 contemporary art exhibitions, collaborating with industry-recognized artists, and consistently delivering high-quality showcases.
3. **Media Recognition and Positive Press:** Garnered extensive media attention with numerous positive articles in the German press, enhancing the gallery's reputation and reach within the art community.
4. **Grant Recipient and Artist Engagement:** Secured 12,000 euros in exhibition funding in 2021, attracting over 100 artist proposals annually, showcasing a keen ability to support emerging talent and foster artistic growth.
5. **Steward of Artistic Excellence:** Demonstrated dedication to promoting the arts while maintaining the gallery's standards of artistic excellence, contributing to its standing as a respected institution in the contemporary art scene.

Writer/Editorial Contributor at FIELDS Quarterly Magazine- Subtile Media, Berlin, DE

September 2015 – September 2016

FIELDS magazine

1. **Compelling Content Contributor:** Consistently delivered captivating articles and conducted in-depth interviews with artists and cultural influencers, adding depth and insight to the platform's content.
2. **Engaging and Informative Content Development:** Created content that seamlessly aligned with the magazine's thematic focus on art, culture, and society, captivating readers with thought-provoking pieces.
3. **Collaborative Editorial Partner:** Worked closely with the Managing Director to shape article topics and select interview subjects, contributing to the magazine's editorial direction and content strategy.
4. **Teamwork and Communication Excellence:** Played a pivotal role in supporting the platform's success and growth, exemplifying strong teamwork and communication skills that facilitated seamless collaboration among colleagues and contributors.
5. **Contributing to Platform Growth:** Demonstrated a commitment to enhancing the platform's reach and influence through the creation of engaging, high-quality content that resonated with its target audience.

Gallery Manager at HEAVEN gallery, Chicago, USA

June 2013 – December 2014

HEAVEN gallery

1. **Comprehensive Gallery Management:** Proficiently oversaw all facets of the gallery's exhibition program, including artist communication, marketing initiatives, and successful fundraising campaigns, ensuring the gallery's operational excellence.
2. **Strategic Collaboration with Curators and Artists:** Built and nurtured a network of curators and artists to strategically plan and execute exhibitions and installations, fostering enriching artistic collaborations.

3. **Effective Social Media Management:** Successfully managed and curated the gallery's social media presence, skillfully promoting exhibitions, events, and art sales, driving engagement and visibility within the community.
4. **Contributed to Community Impact:** Played a pivotal role in creating a meaningful and impactful artistic experience for the local community, reinforcing the gallery's role as a cultural hub and artistic focal point.
5. **Resourceful Fundraising Expertise:** Demonstrated a talent for organizing and executing successful fundraising campaigns, contributing to the financial sustainability and growth of the gallery's artistic endeavors.

EDUCATION

Masters of Fine Arts, University of Illinois at Chicago, Chicago, USA

August 2012 – May 2014

- 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.

LINKS

[LinkedIn](#)

[Portfolio](#)

[Interview with Subtext & Discourse](#)

LANGUAGES

English

German