

LENA EBELING

PERSONAL PROFILE

Senior design management professional with a strong foundation in client services, project management, and strategy development. Experienced in managing design and innovation projects, advertising and marketing campaigns, and market research initiatives. Proficient in leading multidisciplinary teams and stakeholder communications, and delivering thoughtful and effective solutions. At the intersection of strategic thinking, creative design understanding, and operational execution, I guide projects with a clear focus on clarity, efficiency, and high-quality outcomes.

CONTACT

☎ +49 176 63414863
@ lena.ebeling10@gmail.com
📍 Munich
🌐 www.lenaebeling.com

EDUCATION

MA DESIGN MANAGEMENT
Birmingham City University

BA TRANSPORT & PRODUCT DESIGN
Coventry University

LANGUAGES

German — native
English — fluent (C2)
Spanish — beginner (A2)

SOFTWARE

Project Management: Asana,
Monday, Slack, Notion

Collaboration: Figma, Miro

AI: LLMs, Workflow Automation,
Image Generation, Vibe Coding

Creative: Photoshop, Illustrator,
Affinity by Canva

WORK EXPERIENCE

SINCE 04/2025

**FREELANCE PROJECT &
ACCOUNT MANAGEMENT**
(Creative, design and innovation projects)

09/2022–03/2025

**PROJECT LEAD
EXPERIENCE DESIGN STUDIES**
BMW Group Design (Munich)

- Led global design and innovation research projects for new vehicle experience concepts
- Directed cross-functional collaboration across design departments (Exterior, Interior, Color & Trim, UX/UI, 3D Visualization)
- Coordinated external market research and creative partner agencies across international markets (China, USA, Germany)
- Supported the scouting of thought leaders and visionaries
- Controlled study finances within the overall project budget
- Presented actionable insights and strategic recommendations to stakeholders and senior leadership
- Integrated AI tools and emerging tech into research and design workflows
- Conducted intercultural trend research to fuel knowledge sharing and forward-thinking design concepts

05/2021–05/2022

CLIENT LEAD & PROJECT DIRECTOR
Monks – The Marcom Engine (Munich)

- Managed end-to-end customer journey projects with focus on dealership and digital engagement
- Developed new workflows and processes for a global client
- Led digital marketing initiatives that drove customer satisfaction and vehicle sales

PROFESSIONAL DEVELOPMENT

- Change and Innovation Management (4-week program)
- Digital Leadership (4-week program)
- Sustainability Management (6-month university course)

VOLUNTEERING

Munich Refugee Council —
Integration consulting

06/2017–04/2020

ACCOUNT DIRECTOR

We Are Social (Munich)

- Led resource planning, team allocation and freelance staffing across multiple projects, balancing capacity, priorities and delivery timelines
- Coordinated cross-functional teams to deliver digital marketing strategies and performance-driven campaigns
- Built and nurtured long-term partnerships with external content creators across global markets
- Oversaw influencer programs and content creation across social platforms
- Led business pitches and established new client relationships
- Measured campaign success through data analysis and optimization

08/2016–05/2017

SENIOR PROJECT MANAGER (FREELANCE)

DDB (Berlin), Efficient M (Munich)

- Managed production of automotive literature and transcreation projects across international markets
- Briefed and selected directors/photographers for film/stills productions

05/2015–07/2016

SENIOR ACCOUNT MANAGER

Hello München (Munich)

- Oversaw 360° creative campaign development, media production, and PR content

01/2008–04/2015

ACCOUNT MANAGEMENT

Various agencies in London

- Delivered global campaigns across various media and communication channels (Print, Online, TV, Radio, POS, OOH, Experiential)
- Collaborated with internal partners on cultural message and image transcreation for local markets
- Managed CRM initiatives, trade media, sports partnerships, and event activations