

# 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

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## EDUCATION

**MA DESIGN MANAGEMENT**  
Birmingham City University

**BA TRANSPORT & PRODUCT DESIGN**  
Coventry University

## LANGUAGES

German — native  
English — fluent

## SOFTWARE

Project Management Platforms  
like Asana, Slack & Notion

Collaboration Platforms like  
Figma & Miro

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

## 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)*

- Delivered digital marketing strategies and performance-driven campaigns
- Built and nurtured long-term partnerships with external content creators across global markets
- Led business pitches and established new client relationships
- Oversaw influencer programs and content creation across social platforms
- 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