

# LUCÍA CASTELLANOS

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## PROFESSIONAL PROFILE

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International built marketing professional with 10+ years of experience across Germany and Spain, combining brand building, CRM strategy, eCommerce growth and creative leadership for fashion and lifestyle brands.

Fearless, hands-on and highly adaptable, with a strong track record of building customer connections that drive both brand loyalty and commercial results. Experienced in transforming customer journeys into measurable business growth through CRM, retention strategies, omnichannel campaigns and high-impact brand activation.

Brings a rare combination of strategic marketing thinking, commercial mindset and strong creative execution, connecting data, people and brand experience to create long-term value.

## WORK EXPERIENCE

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### Brand & Content Activation

CROSS JEANS | Germany 03/2024 – 12/2025

- **CRM Marketing (Klaviyo):** full ownership of customer lifecycle — advanced segmentation, A/B testing and marketing automation flows, scaling database from 2K to 12K+ active users and **driving 35% of total B2C revenue**.
- **Brand Activation & 360° Digital Marketing:** coordinated integrated campaigns aligning content, paid media, PR and e-commerce to maximize the impact of every product launch.
- **Conversion Rate Optimization (CRO/Shopify):** developed creative proposals and strategic mock-ups for PDPs, Homepage, Collections and Blogs, supervising technical execution with the IT/UX team.
- **Go-To-Market Planning & KPIs:** designed the annual marketing calendar for B2B and B2C channels, defining assets, promotions and collection launches — tracking performance against key metrics and KPIs.
- **Revenue impact:** optimized e-commerce commercial processes, increasing Average Order Value (AOV) from EUR 59 to EUR 89.

### Art Director & Audiovisual Production

CROSS JEANS | Germany 04/2023 – 02/2024

- **Creative Direction:** defined brand visual narrative and oversaw all digital assets to elevate brand positioning while maintaining core identity.
- **Content Production:** directed 6+ annual productions (avg. budget EUR 12,000/shoot), including casting, styling, lighting and on-set direction.
- **Talent & Supplier Management:** negotiated with modelling agencies and creative crews based on volume and product category requirements.

### Senior Graphic Designer — Marketing & Communication

CROSS JEANS | Germany 11/2021 – 04/2023

- Developed visual identity and graphic materials for retail, eCommerce and international campaigns.

- Adapted and localised brand assets across European markets, ensuring brand consistency.

## Freelance Online Marketing & Graphic Design

Laut & Luise / && Booking | Germany 12/2019 – 09/2021

- Design and content planning for the website, newsletter, and social media.
- Logo design “&&booking” and internal communication materials such as booking sheets.

## EARLIER EXPERIENCE (2016–2021)

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ROOC 45 STREETWEAR | Germany 01/2021 – 06/2021

- Digital garment development using CLO 3D and Graphic design.

c/o pop Festival | Germany 04/2018 – 09/2018

- Graphic design online and print media

apuentchen | Germany 04/2016 – 02/2017

- Visual communication and fashion branding

## EDUCATION

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- **Master's in Fashion Management, Marketing and Sustainability** — ESDI Barcelona. In progress, expected completion July 2026.
- **BA Integrated Design** — TH Cologne KISD, Germany (academic exchange in BAU -Barcelona: Department Fashion Communication).

## ADDITIONAL TRAINING

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- **Fundamentals of digital marketing** — Google Digital Garage
- **Master AI with Gemini** — Banco Santander

## TECHNICAL SKILLS

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- **CRM & E-Commerce:** Klaviyo (Expert), Shopify (Advanced), Google Analytics, Meta Business Suite.
- **Design & Production:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Figma, CLO 3D, Claude, Gemini/ Nano Banana.
- **Digital Marketing & Analytics:** Marketing automation, A/B testing, KPIs tracking, key metrics reporting, email segmentation.

## LANGUAGES

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Spanish (Native) | German (C1) | English (Fluent) | Italian (Learning)