
CV

LEA LINK



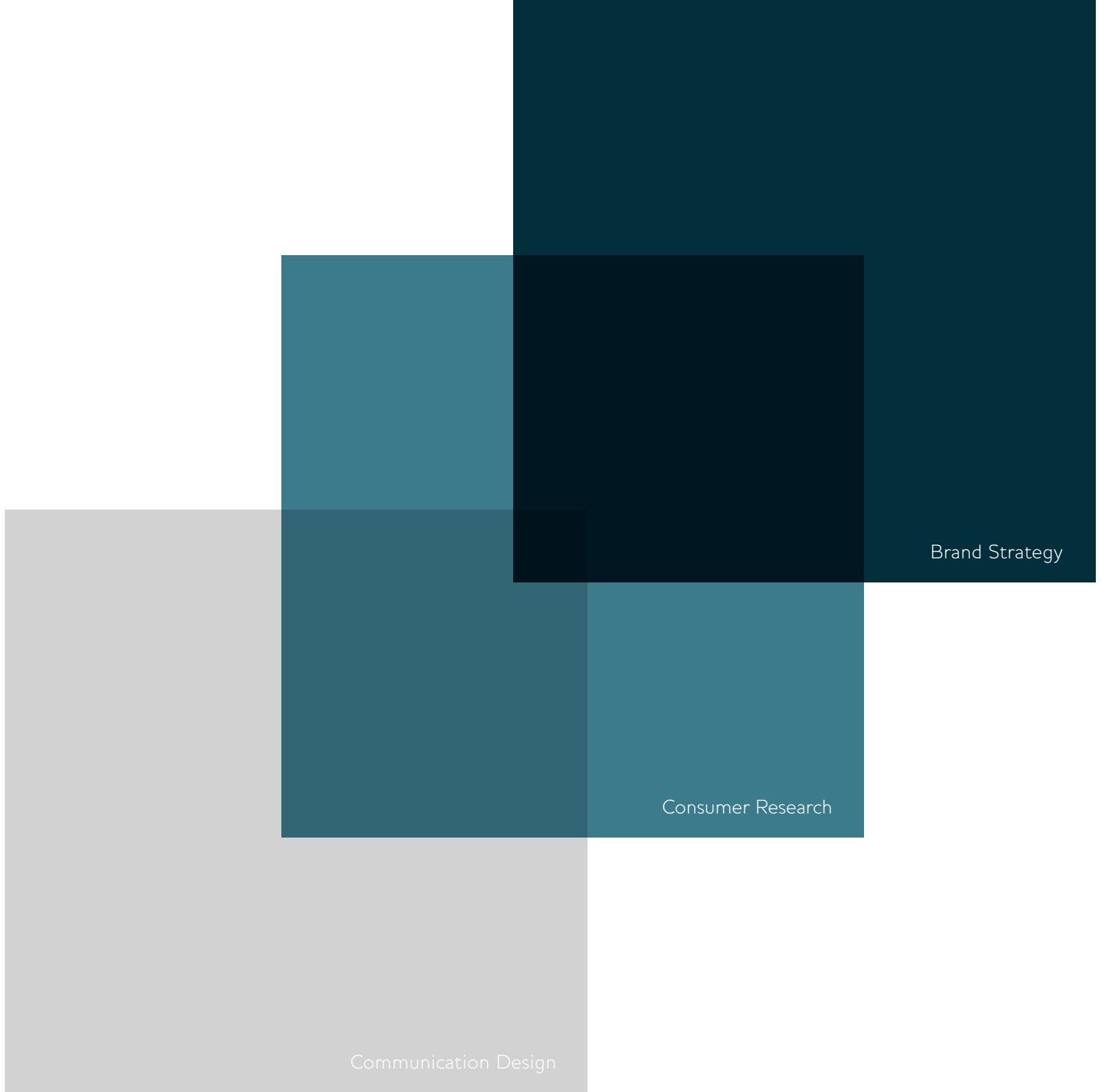
ABOUT ME



After graduating from high school I moved to Australia to travel and study design. Little did I know at the time that it would be ten years before I would return to Germany and finally move to London which I now call home.

Different places and cultures have enriched me with many valuable experiences and I have met some incredible people along the way who I have learnt from professionally as well as personally.

I learnt early that the best solutions are born through communication and exchange, through challenging each other while working towards the same goal. Later, I began to understand that exposing yourself to multiple points of views and perspectives is far more valuable - that in most cases it is the only way to gain a true understanding of ones' subject matter.

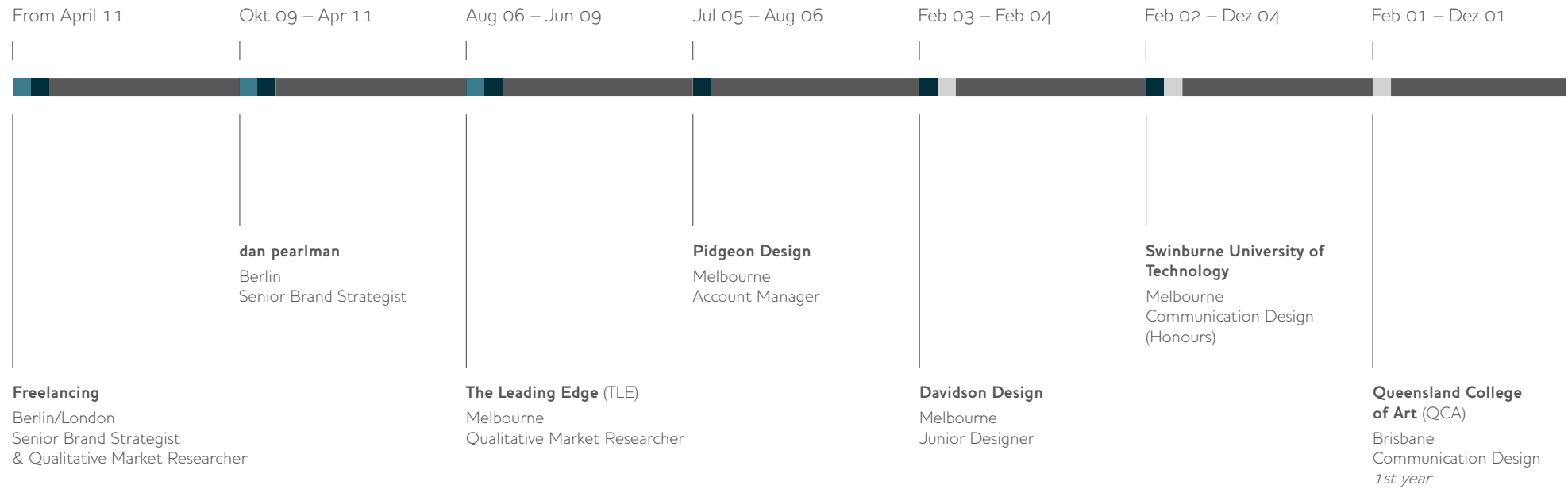


Communication Design

Consumer Research

Brand Strategy

CAREER OVERVIEW



CAREER


 Okt 09 – Apr 11

dan pearlman, Berlin – Brand Strategist

Responsibilities:

- Conceptual development and moderation of client workshops covering: brand development, target group profiling, brand positioning, brand architecture and internal branding
- Qualitative market research: focus groups and depth interviews with external target groups (consumers) as well as internal target groups (employees)
- Translation of consumer profiles into creative media (such as film)
- Strategic brand identity development
- Conceptual development of creative brand communication
- Preparation of international congress papers
- Client/account management

Clients: Mercedes-Benz, Samsung, Bayer Schering, Oxfam, Tally Weijl, Camel Active, Marc O' Polo

 Aug 06 – Jun 09

The Leading Edge, Melbourne – Qualitative Market Researcher

Responsibilities:

- Conceptual development of client workshops covering: consumer immersions, product innovation and brand positioning
- Moderation of creative consumer workshops, focus groups and depth interviews
- Questionnaire and recruitment screener design
- Application of diverse research tools: ethnography, shopping safaris, online platforms (blogs and online communities)
- Client/account management

Clients: L'oréal, Nokia, Subway, Cadbury, Oakley, Australian Football League (AFL), 7-Eleven, Fosters, Medibank, General Mills, Simplot, SPC, SCA, PZ Cussons, Philip Morris, General Property Trust (GPT), Don

Training: Inside insights – Training in the development of Marketing Insights
Qual School Advanced – Development of qualitative moderation and analysis skills
Presenting to Win – Development of presentation and moderation skills
Semiotic Analysis – Training in semiotic application

WORK EXPERIENCE AND EDUCATION

■ Jul 05 – Aug 06

Pidgeon Design, Melbourne – Account Manager

Responsibilities:

- Client/account management
- Estimates of project timings and budgets
- Financial supervision of projects
- Leadership of internal/external meetings
- Development of creative briefs
- Briefing of design teams
- Production management

■ Feb 03 – Feb 04

Davidson Design, Melbourne

Junior Designer

■ Feb 02 – Dez 04

Swinburne University of Technology, Melbourne

Communication Design (Honours)

Graduating with Distinction

Key focus: The strategic implementation of brands

■ Feb 01 – Dez 01

Queensland College of Art (QCA), Brisbane

Course: Communication Design *1st year*

Jun 98

Gymnasium Philippinum, Marburg

German A-Level

April 79

born in Marburg

PROJECTS: FREELANCE



Client: **Fitness First** Project: Brand Architecture Workshop & Qualitative Concept Testing, 2011

Strategic brand workshop, using the existing brand identity of Fitness First as the foundation for architectural concept development. The developed concepts were tested amongst consumers in qualitative focus groups post the workshop.

Client: **Oxfam** Project: Brand Workshop & Qualitative Consumer Profiling, 2011

Strategic brand workshop focusing on the needs and desires of the Oxfam shop customer. Consumer profiles which were developed during the workshop were later explored in great detail and further established during qualitative focus groups post the workshop.

PROJECTS: DAN PEARLMAN



Client: **Coeo** Project: Brand Identity Development, 2010

Strategic brand workshop, developing a brand identity for Coeo. The new identity provided significant guidance during the architectural development of the store, which upon its completion, was awarded Store of the Year 2011.

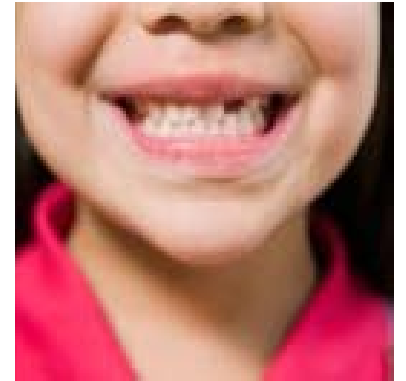
Client: **Mercedes Benz** Project: Executive Leadership Workshop, 2010

Conceptual development of an internal leadership workshop for Mercedes Benz. Objective of the workshop was to bring the brand Mercedes Benz to life for senior management in order to prepare them for their role as internal brand ambassadors.

Client: **Samsung** Project: IFA Event 2010

Creative concept development for the promotion of 3D TV at the IFA 2010. The illusionary, interactive 3D landscape provided an emotional brand experience, anchoring Samsung in the heads and hearts of every visitor.

PROJECTS: THE LEADING EDGE



Client: **Australian Football League (AFL)** Project: Dream Team, 2008

Group interviews with leading Australian Football stars. The interviews provided personal insights for a public campaign, portraying the stars as 'normal' people in order to break down existing prejudices.

Client: **General Property Trust (GPT)** Project: Future Style Shapers, 2008

Immersion into the needs and motivations of Melbourne's trendsetters for the conceptual development of an innovative shopping experience. Aim was to inspire everyday customers while bringing the essence of Melbourne to life.

Client: **Simplot** Project: Captain Fishfinger, 2007

Testing of new product ideas amongst children in interactive playgroups. Working with children was as challenging, rewarding and most of all...lots of fun!

WHAT I DO

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GER + 49 1785 547 267

Strategic and creative brand workshops

Development, moderation and analysis of workshops, covering the following areas:

- Introduction into the world of brands and consumers needs
- Establishment of corporate status quo (gap analysis)
- Brand identity development
- Analysis and development of authentic target audience profiles
- Creative concepts for brand experiences/brand communication
- Development of Look & Feel (Moodboards) for architectural brand implementation
- Internal branding

Qualitative market/consumer research

Moderation, analysis and report writing for:

- Focus groups
- Depth interviews
- Creative consumer workshops
- Shopping Safaris
- Online platforms (blogs und online communities)
- Ethnographic studies
- Semiotic product and market analysis

