

# Bree Harrison

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## Experiential Marketing Professional

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An award-winning multi-faceted marketing professional with a pulse on industry trends, dynamic technologies and innovative methods to connect humans with brands' products as well as services in digital along with live marketing scenarios. Proven track record of leveraging data to maximize the efficiency and productivity of strategic marketing deliverables; while maintaining design, tone, and brand identity elements. Measurable success in providing cross-functional management with a bottom-line focus on visibility, and sustainable growth. A diverse international professional background has resulted in outstanding methods for developing campaigns, guiding staff, and liaising with clients. Multilingual communicator with fluency in English, Chinese, Spanish and intermediate German. I'm also fun to work with, super creative, and have a decent sense of humor – though virtually undetectable in this SEO/ATS optimized CV. I ♥ AI.

- ATL/BTL Campaign Development
- Strategic Planning
- Design & Creativity
- Project Management
- Presentation & Negotiation
- Marketing Management
- Technology Implementation
- Launches & Activations
- Team Building & Leadership

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## Career Experience

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**Senior Creative Planner Events**, Independent Consultant | Shanghai | Beijing | Hong Kong | Munich. 2011 to Present  
Commissioned by various advertising and brand activation agencies to devise the implementation of creative plans for national and international-level campaign concepts for product launches, cultural events, sport activations, conferences, trade shows, and retail merchandising and consumer experience in-store and online. Repeatedly invited to collaborate with international agencies, including Auditoire, Uniplan, VokDams, and Imagination – to plan and execute ATL and BTL awareness campaigns and promotions for clients such as Mercedes-Benz, AMG, Jaguar Land Rover, BMW, Huawei, Lenovo, Facebook, Tasaki, Lufthansa, and more.

- Successfully implement & manage creative pre-launch, launch and momentum communications campaigns including orchestration of the concept, theme, and design for 60+ event and experiential marketing pitches with total win revenue of €45M.
- Spearheaded design, development, and application of technologies delivering global campaign integration.
- Strategically integrated psychology, brand narrative, and product interaction resulting in positive emotional response in targeted audience.
- Effectively planned, pitched, and won projects worth €10K to €10M and Project Managed or Directed individual projects with budgets of up to €1.5M.

**Director of Marketing and Business Development** at becc agency GmbH, Munich. 2017 to 2019

Directed all external communication related to brand strategy and corporate identity agency.

- Crated all marketing strategies, community engagement, and tactics for client acquisition and employer reputation.
- Boosted social media & IRL communities by 2000% through a zero-cost marketing campaign.
- Designed and executed all new-client workshops and trainings (incl. Design Thinking and Business Model Canvas).
- Generated €5M revenue by steering creative direction in all new-business pitches for communication, technology, and experience.

*Additional experience as **Chef, Restaurant/Catering Manager, Service Trainer** for Hospitality Consultancy.*

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## Education

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### **Bachelor of Science in Geography 2007**

Michigan State University, East Lansing, Michigan

### **Associate Degree in Applied Arts and Sciences in Culinary Arts**

Grand Rapids College, Grand Rapids, Michigan

### **Professional Training**

SEO/Digital Marketing – Online Course Certificate 2019