

Ardian Kurtolli

Creative Strategist | Brand & Campaign Systems | AI-Enhanced Marketing | 20+ Years Creative Leadership

Munich, Germany · ardian.kurtolli@gmail.com · linkedin.com/in/ardiankurtolli · fugaa.com

SUMMARY

Strategic digital communications and brand leader with 20+ years of experience shaping narrative-driven campaigns across public sector, education, hospitality, and international environments. Proven ability to develop structured social media strategies, lead cross-functional content production, and translate cultural, political, and organizational objectives into compelling digital storytelling. Experienced in balancing governance, reputational sensitivity, and creative execution within globally recognized institutions.

SKILLS

Social Media Strategy & Governance, Institutional Brand Stewardship, Cross-Functional Collaboration, Crisis & Reputational Communications, Content Strategy & Editorial Planning, Cultural Trend Integration, Audience Insight & Social Listening, Project Management & Workflow Design, Analytics & Performance Reporting

WORK EXPERIENCE

Creative Strategist (Consultancy), Speeex Group

06/2025 to present

- Lead digital brand and campaign strategy across multiple subsidiaries operating in BPO, education technology, telemedicine, and consulting
- Develop structured content calendars aligned with organizational objectives and recruitment strategies
- Partner with cross-functional teams to ensure cohesive storytelling across digital and social platforms
- Implement standardized content governance systems, ensuring quality control and brand consistency
- Translate performance metrics into actionable strategic adjustments

Project Lead, Content & Campaign Operations (Consultancy), Speeex Group

06/2024 to 06/2025

- Built and scaled a structured content production unit delivering enterprise-level educational content
- Led a cross-functional team across scripting, production, editing, and publishing
- Established editorial workflows, approval pipelines, and publishing calendars
- Integrated performance reporting into regular campaign optimization cycles
- Acted as liaison between internal stakeholders and enterprise clients

Head of Marketing & Strategy, CALL SOUL (Breaking Bar GmbH)

12/2022 to 04/2026

- Designed and executed narrative-driven brand positioning across digital channels
- Built structured lifecycle marketing and content systems to increase repeat engagement
- Managed social media storytelling aligned with brand tone and audience segmentation
- Coordinated external agencies and creative vendors to ensure brand compliance
- Oversaw event-led digital campaigns integrating experiential and online engagement

Product Marketing Manager, Experteer

01/2022 to 08/2022

- Led A/B testing initiatives across UX copy and design, improving user engagement and conversion performance
- Developed CRM segmentation and lifecycle messaging strategies to enhance user retention
- Analyzed SEO and organic traffic performance to optimize landing pages and funnel efficiency
- Operated in a global digital platform environment serving European and US markets
- Worked autonomously within a cross-functional product context, translating user insights into marketing experiments

Development Outreach (Social Media), USAID Kosovo	07/2018 to 10/2021
• Led digital communications strategy for U.S. government-funded development programs • Managed social media channels with strong focus on public engagement and clarity of complex information • Supported crisis communications during COVID-19 initiatives • Coordinated live event coverage and structured social listening and reporting processes • Collaborated cross-functionally to align messaging with policy objectives • Produced accessible, culturally sensitive content tailored to diverse audiences	
Creative Director, Solaborate LLC	09/2017 to 05/2018
• Led HELLO 2 Kickstarter campaign creative and digital asset development • Developed landing pages, growth content, and team oversight	
Marketing Manager, Air Prishtina AG	07/2015 to 09/2017
• Oversaw brand refresh, social media strategy, and CSR initiatives • Doubled digital engagement and launched new content series • Speaker at KOMFO Summit 2016: "Managing Social and Advertising Real Time"	
Digital Marketing Specialist, Zero Pozitive Publicis	09/2012 to 05/2015
• Ran digital campaigns for Carlsberg, Meridian Express, and others • Bridged ATL and digital executions across platforms	
Chief Creative Director, Entermedia	10/2007 to 11/2011
• Directed 80+ commercial and music video productions • Scaled creative operations into multi-branch production model • Managed high-profile client accounts	
Product Manager / Sales, Comtrade Computers	01/2001 to 10/2007
• Progressed from technical specialist to managing €4M+ B2B sales portfolio • Led enterprise technology bids and Fujitsu Siemens partnerships • Managed key client relationships and procurement processes	

EDUCATION

MBA, Master of Business Administration, Staffordshire University, UK · 10/2017 to 07/2020

Dissertation: "The importance of a well-developed organisational structure for esports organisations: A perspective from Kosovo"

LANGUAGES

Albanian (native) · English (fluent) · Serbian (fluent) · German (basic)