KIT GABRIEL



BRAND & MARKETING OPERATOR

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PROFILE

WORK MODE
STOCKHOLM,
HYBRID OR REMOTE

I lead people, take creative ideas all the way to launch and build the ways of working that make the next one better.

Former Head of Brand Operations at Creed Media, where I led the team as it grew from 2 to 13 and ran creator campaigns for global artists and brands. As co-founder of Vakna I owned the product as well as the brand, from production to distribution.

LOOKING FOR

Brand or creative operations lead, or head of brand or marketing.
Also open to project work, such as campaigns and launches.

EXPERIENCE

2024–2026
VAKNA
STOCKHOLM

Co-founder / Brand Builder

VAKNA / STOCKHOLM / JUN 2024 TO AUG 2026

We bought an existing brand and remade it, starting from scratch with the product. I was responsible for product, production, brand, launch, distribution and the website content and SEO.

- A remade product on the shelf under an existing brand: set the content and nutrition profile, reworked the recipe with the new factory and worked on the packaging design and text.
- Searched for and negotiated with suppliers, raw materials included. Ran samples and purchasing.
- Brand positioning, narrative and visual identity, launched with creator seeding, content and PR.
- Listed in Pressbyrån's PBX concept store and on Apotea, with an external warehouse and logistics partner set up.
- Owned the numbers: budgets, every price and margin (packaging cost per bar, e-commerce margins), plus sales forecasts and targets. Developed and priced the sample packs.
- Built outreach and admin flows in n8n, running in the background at all times.

2020–2024
CREED MEDIA
STOCKHOLM

Head of Brand Operations

CREED MEDIA / STOCKHOLM / JAN 2023 TO MAY 2024

Led creator campaigns for global artists and brands. Promoted twice in just over two years.

- **Ran or oversaw 100+ campaigns,** with final responsibility for every client delivery and the budget on each.
- **Shaped the creative.** Turned client goals and audience insights into creator choice, formats and briefs, mostly short-form but also YouTube activations and clipping campaigns. Tested early what holds attention and took the learnings back to clients.
- **Led the team from 2 to 13 people, at most 10 direct reports, then team leads.** Recruited and onboarded, ran performance reviews and development plans, and had full people responsibility.
- **Built the ways of working the whole company adopted.** Specified and led the rollout of Monday with a colleague and a consultant: one view of every campaign and everyone's workload. Drove the first creator agreements and a signing flow (with a lawyer).
- **Made campaigns measurable.** Introduced creator and audience data tools, and our tracking was picked up by other teams.
- **Connected sales and delivery.** Brought campaign experience into sales planning by market, category and platform. Created the brand playbook covering client fit, complexity and pricing.

WORKED WITH BRANDS SUCH AS

Spotify, **Way Out West**, **Max Burgers**

Operations Lead, Brands (Apr 2022 to Jan 2023) and **Campaign Manager** (Nov 2020 to Apr 2022): music campaigns and some of the first brand campaigns on TikTok. Joined through an internship.

EXPERIENCE, CONTINUED

2016–2020
MAJSTOR / MAXIPET
GOTHENBURG

Digital Marketing Manager

MAJSTOR / MAXIPET / GOTHENBURG / AUG 2016 TO JUN 2020

Ran the digital side of a pet products company: online presence, campaigns and creators.

- Built landing pages and kept the site current in WordPress and WooCommerce.
- Planned campaigns so email, content, creators and ads worked together; updated the email templates to keep the brand consistent.
- Started affiliate marketing, ran the creator seeding and built an ambassador pool.
- **One example:** picked a corn-based cat litter to push, with its own landing page, paid ads and content. It is the company's best-selling product today.

2011–2016
BMW / BILIA GROUP
EKLUNDS BIL
GOTHENBURG

Host, events and car tester

BMW / BILIA GROUP / GOTHENBURG / JUL 2011 TO JUL 2015

- Showroom host at BMW: welcomed customers and talked them through the new cars. Presented cars at events, then took a new role testing trade-in cars before they were sold.
- **Car Tester and Sales Support at Eklunds Bil** (Jul 2015 to Mar 2016): recruited from BMW to get used cars ready for sale, tested them and wrote the Blocket ads.

SKILLS & TOOLS

WHAT I WORK WITH
AND WHAT I USE TO DO IT

SKILLS

LEADERSHIP & OPERATIONS	Team leadership / Recruiting & onboarding / Performance reviews, goals & coaching / Client management / Workflow design / Project management / Campaign budgets / Contracts & creator rights / Cross-functional work
BRAND & CREATIVE	Brand & digital strategy / Cultural marketing / Campaign execution / Creative direction & content optimisation / Content & video production (mainly short-form)
CREATORS & COMMUNITY	Influencer & partnership strategy / YouTube activations & clipping campaigns / Affiliate marketing & ambassadors / Community building & social media (TikTok, Instagram, YouTube) / Audience & performance analysis
COMMERCE & PRODUCT	E-commerce / Product development & suppliers / Logistics & warehousing / Email marketing / SEO & website content / Paid media (basics)
BUSINESS & PLANNING	Quotes & pitches / Pricing & upsell / Budgets, forecasts & sales targets
AI & AUTOMATION	Automation & AI assistants / Automated sales flows / AI-assisted content / AI-assisted prototyping

TOOLS main tools in bold

WORKFLOW & CRM	**Monday** / **Google Workspace** / Pipedrive / Asana, Notion (basic)
CONTENT & DESIGN	**CapCut** / **Captions** / **Illustrator** / Photoshop / Figma / Motion / Videoleap
WEB & COMMERCE	**Shopify** / WordPress / WooCommerce / Squarespace / Webflow / Spline (3D) / Lovable (prototypes) / Ongoing (logistics)
EMAIL & ANALYTICS	Klaviyo / Mailchimp / Omnisend / beehiiv / Shopify Email / Google Analytics (basics)
AI & BUILDING	Claude / Claude Code / ChatGPT / Gemini / Higgsfield / n8n / Telegram bots. For my own builds: Supabase, Vercel

EDUCATION

LANGUAGES
SWEDISH (NATIVE)
ENGLISH (FLUENT)
B LICENSE

2022–2023 **Leadership Program** Hej Engagemang, Stockholm
2019–2021 **E-Commerce Manager** higher vocational education, IHM Business School
2012–2015 **Economics & Entrepreneurship** Hulebäcksgymnasiet, Mölnlycke

+ YOUTUBE-EDUCATED SINCE 2008

SIDE QUESTS

WHAT I BUILD
ON THE SIDE

Not Just Users: a passion project with friends, a self-reflection book for the youth. **SPAR:** an e-bike brand. **Signatursten:** a pro bono website. **Human OS** and **PENNY:** AI projects.