



Résumé Stefanie Wolter

Address & details

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Work Experience

06/2021 – current

Self-employed Marketing & Action Sports Consultant, Freelancer & Partner at Atze Entertainment GmbH

- Pride & [oursisterhood](#) activation projects for Vans EMEA Retail in owned shops BCN, AMS, CGN, MAD, MIL
- Brand & Cooperation Director at [DOLORES](#) Skate Magazine
- Social Media & Content Manager [GUPPYFRIEND](#)
- Event production for own projects, such as [Vans Coco Loco](#)
- Coordinated [Skateistans](#) appearance at Vans' biggest European skate event "Shop Riot Finals"
- Consulted [Stop Micro Waste](#) & [Girls Shred](#), on trade marketing and GTM process

05/2016 – 06/2021

Head of Brand, Armedangels (Fair Fashion)

- Established a Brand Marketing Team of 5 direct reports
- Implementing full GTM strategies in cooperation with CEO for GAS
- Responsible for CI and CD development with CEO
- Executing editorial and E-com product shootings
- Lead of PR agencies (GAS, Ned, UK)
- Developing digital awareness campaigns with E-com department to drive traffic towards Direct-to-Consumer

01/2015 – 04/2016

Marketing Manager Vans GAS, VF Germany

- Established a GAS Marketing team with 4 direct reports
- Served as head for Strategic Pure Player trade marketing with a business revenue +30 mio. for FR, UK, GAS with Amazon, Zalando, Otto Group
- Developing SMU & Collab products & full GTM process GAS
- Planning & execution of all Brand Marketing strategies with budget ownership of +3 mio.

03/2010 - 12/2014

Marketing Manager Vans & Reef for Germany & Austria (also Pro-tec 2010-2012), VF Germany

01/2007 – 02/2010

Event & Athlete Coordinator Vans & Pro-tec for Germany & Austria, VF Germany