



KIT GABRIEL

BRAND & MARKETING OPERATOR | FOUNDER | EX-CREED MEDIA

+46 743 004 492 | kit.gabriel@gmail.com | Stockholm, Sweden | Age 29

Brand and marketing operator with experience building consumer brands from scratch and leading cross-functional teams in high-paced environments.

Background in scaling brand operations, developing go-to-market strategies, and executing campaigns across social, influencer, and digital channels. Combines strategic thinking with hands-on execution across product, marketing, and growth.

My head is rarely quiet.

I think a lot, connect dots fast, and act on more ideas than most.

I'll challenge assumptions, push for clarity, and then roll up my sleeves and execute.

TECHNICAL & PROFESSIONAL SKILLS

STRATEGIC & CREATIVE

Brand & Digital Strategy | Campaign Execution | Cultural Marketing | Influencer & Partnership Strategy | Community Building & SoMe Management

OPERATIONAL

Team Leadership | Workflow Design | Budgeting | Forecasting | Cross-functional collaboration

TECHNICAL & TOOLS

AI & Automation (n8n, vibecode etc) | E-commerce | CRM | Paid Media | Content Tools

LANGUAGES

Swedish (Native) | English (Fluent)

CAREER & WORK EXPERIENCE

Founder / Brand Builder – Vakna

Stockholm | 2024–2025

Building a consumer FMCG brand from concept to market, combining product development, brand strategy, and go-to-market execution.

- Developed and launched a new product concept (caffeinated energy bars)
 - Led brand positioning, narrative, and visual identity
 - Built go-to-market strategy including PR, influencer seeding, and content-driven growth
 - Managed product development, suppliers, and production setup
 - Executed early distribution and partnership strategy
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Creed Media – Head of Brand Operations

Stockholm | 2020–2024

- Led Brand Ops team (13+ people), delivering 100+ campaigns for global artists & brands
 - Scaled department from 2 to 13, while optimizing workflow efficiency and creative output
 - Built team culture and morale through high-paced growth and fast pivots
 - Developed client strategies that integrated SoMe, influencer marketing, and data insights
 - Helped transition internal operations into a scalable system for long-term growth
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Majstor / Maxipet – Brand & Marketing Lead

Gothenburg | 2016–2020

- Bootstrapped digital brand presence from zero; grew influencer visibility and community
 - Led content, digital marketing, and early ecommerce initiatives
 - Built an audience and awareness with zero ad budget, relied on hustle & creativity
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BMW / Bilja Group – Logistics + Events

Gothenburg | 2011–2015

- Started in event and service roles, transitioned into used-cars logistics post-high school
- Developed operational and customer service skills early



SCHOOL & EDUCATION

Leadership Program, Hej Engagemang

Stockholm | 2022-2023

E-Commerce Manager, IHM Business School, Gothenburg / 2019 - 2021

Economics & Entrepreneurship, Hulebäcksgymnasiet, Mölnlycke / 2012-2015

best,

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