



Sophie Engelhart

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Theresienstraße 91, Munich, 80333

Marketing professional with 6+ years of international experience in paid media, digital sales, and data-driven brand communication. With 2+ years of people leadership experience, I've led the strategic development of industry verticals and managed small teams in dynamic startup environments. My work at TikTok, as a founder, and in consulting has given me deep expertise across the full marketing and sales funnel – from paid social and influencer campaigns to key account strategies. I'm passionate about technology and emerging AI solutions, have a strong drive to keep learning, and am now looking for a marketing-driven role with clear growth opportunities toward team leadership and strategic ownership.

Areas of Expertise

- Global Paid Media Strategy
- Go-to-Market Execution
- Performance Marketing & Data-Driven Growth
- Consultative Sales, Market Expansion & Revenue Growth
- Strategic Budget Allocation & Media Investment
- Integrated Brand & Communications Strategy
- AI & Automation in Marketing
- Cross-functional & Executive Collaboration
- Team Leadership & Talent Development

Education & Certificates

- **LMU:** B.A. in Communication & Economics (2021 - 2,3)
- **Salesforce:** Certified Administrator & Platform App Builder
- **Google:** Google Analytics & Google Ads Certified
- **London Business School:** Brand Management

Languages

- German (Native)
- English (Fluent - C1/C2)
- French (Intermediate - B1)
- Spanish (Beginner - A1)

Work Experience



Client Solution Manager | TikTok

06/2022 - present

Tech Topic Lead DACH & Customer Solutions Lead – Built and scaled TikTok's Tech vertical in Key Account Management, partnering with leading Consumer Electronics, Retail and Beauty products brands such as Dyson, Mediamarkt, Samsung, and Bose. Drove Paid Social, Paid Search, Influencer Marketing, Retail Media, Events, and Out of Home to position TikTok as a key player in the Tech industry. Drove adoption of Creative and Campaign AI solutions to elevate marketing innovation and business impact at scale.

- **Market Leadership & Revenue Growth:** Established TikTok as a key player in the DACH Tech industry, achieving 469% revenue growth through strategic partnerships and full-funnel marketing solutions.
- **Strategy & C-Level Engagement:** Led global high-impact \$50M+ revenue initiatives, strengthening C-level relationships.
- **Diversity & Inclusion:** Leading the Women ERG at TikTok Germany, fostering an inclusive work environment.



Technology Consultant | PwC

10/2021 - 04/2022

Advising a global DAX 30 company on digital transformation, optimizing sales and service processes through data-driven marketing. Leading strategic consultancy across industries, developing high-impact digital strategies to drive growth and operational excellence.

Founder

| CareConsulting365

05/2019 - 12/2021

Young female founder of a healthcare startup with an entrepreneurial mindset and innovative vision. Led a team of two, driving strategic development and execution in a fast-paced startup environment.

Additional Engagement

Co-Founder

| WeGotBusiness

11/2023 - present

Founding Member of a women's initiative uniting female leaders and marketing professionals across three hubs.

Social Media Lead

| TSV WOR Ski

11/2016 - 01/2025

Awarded "Sports Promoter of the Year"; ski club named "Ski Club of the Year" for digital excellence. Built the largest ski club social media in the EU (15K+ TikTok followers) and doubled sponsorship revenue.

Volunteer

| German Olympic Sports Confederation

02/2018 - present

Continuously supporting the German Olympic team since 2018 at major events like the 2018 Winter Olympics and 2024 Summer Olympics, assisting with athlete engagements and sponsor activations.