



Sophie Engelhart

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Marketing professional with 6+ years of international experience in paid media, digital sales and data-driven brand communication, including building and scaling TikTok's Tech vertical in DACH into a core revenue driver with brands such as Samsung, MediaMarkt, Dyson, JBL and BSH. I bring deep expertise across the full funnel, from creative and influencer strategies to monetization and key account growth, and have led cross-functional collaboration across sales, product and creative teams to drive impactful marketing and business outcomes. I combine strong commercial thinking with hands-on execution, while coaching 4+ ICs and engaging with C-level stakeholders to support strategic decision-making.

Areas of Expertise

- C-Level Stakeholder Management
- Strategic Revenue Growth
- Creative Product Monetization
- Creator Ecosystem Partnerships
- Go-to-Market Strategy
- Full-Funnel Marketing
- Performance & Data Analytics
- Cross-Functional Leadership
- Product Feedback & Scaling
- Team Leadership & Development

Education & Certificates

- **LMU:** B.A. in Communication & Economics (2021 - 2,3)
- **Harvard University:** Leadership for People & Organizations (2026)
- **Salesforce:** Certified Administrator & Platform App Builder
- **Google:** Google Analytics & Google Ads Certified

Languages

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

Work Experience

Client Solution Manager | TikTok **06/2022 - present**

- **Revenue Growth:** Scaled largest Tech Key Account to eight-digit revenue, now a top driver in Retail and top three across Commerce.
- **Creator & Product Ecosystem:** Built C-level relationships with leading TikTok creator partner agencies, establishing creator-led monetization as a core growth lever and driving adoption of creative product solutions.
- **Product Innovation:** Developed and scaled a commercial product from pilot to multi-market rollout, translating market feedback into scalable solutions across key accounts.
- **People Leadership & Development:** Coached and developed 4+ ICs, shaping performance and capabilities across the team, leading onboarding, pitch development and project ownership; consistently driving above-average growth while strengthening my own leadership through ongoing development, including an onsite program at Harvard University.
- **Strategy & Market Impact:** Shaped client strategy and investment decisions through C-level engagement, translating creator-led campaign learnings into repeatable playbooks that influenced broader client and industry approaches.
- **Diversity & Inclusion:** Lead Women ERG Germany at TikTok, driving initiatives to advance gender equality and leadership representation.

Technology Consultant | PwC **10/2021 - 04/2022**

Advised global clients on digital transformation and data-driven marketing strategies, driving growth and operational efficiency.

Founder | CareConsulting365 **05/2019 - 12/2021**

Founded and scaled a healthcare startup, leading strategy and execution in an early-stage 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.