



JANNIS KAISER

CURRICULUM VITAE

CONTACT

+49 (0) 176 31678631
janniskaiser@gmail.com
Palmzeile 23
14129 Berlin
Germany
linkedin.com/in/janniskaiser

SPECIAL ACHIEVEMENTS

EXECUTED THE BIGGEST
INFLUENCER ACTIVATION IN
FASHION HISTORY – THE
'BOSS HOODIE' ACTIVATION
2022

CREATED THE MOST SUCCESSFUL
CAPSULE COLLECTION IN THE
HISTORY OF HUGO BOSS USA -
BOSSxNBA
2021

PRODUCED 'THE BEST FASHION AD
CAMPAIGN PRE-FALL 2019' (VOTED
BY WWD)
2019

CREATED #1 VIEWED BRANDED
CONTENT VIDEO IN THE HISTORY
OF INSTAGRAM
2018

PROFESSIONAL EXPERIENCE

HUGO BOSS AG, METZINGEN, GERMANY

TEAM LEADER GLOBAL INFLUENCER MARKETING & CELEBRITY RELATIONS
GLOBAL MARKETING & BRAND COMMUNICATIONS | 05/2021- 07/2022

- Creating the global influencer and creator strategy for BOSS and HUGO (managed a team of five)
- Overseeing the execution of all global celebrity, influencer and creator activities for both brands, BOSS and HUGO
- Developing and executing the repositioning of BOSS and HUGO with the #BeYourOwnBOSS and #HowDoYouHUGO brand refresh
- Introduced creators for a more successful social strategy to win on TikTok
- Conceptualizing and supervising all global influencer campaigns to ensure high brand awareness and ROI
- Providing strategic guidance to markets to ensure that they amplify brand storytelling, drive awareness and align with the Global Marketing objectives
- Creating processes to ensure the HUGO BOSS markets, license partners and wholesale partners work towards the global influencer strategy
- Developing and maintaining strategic relationships with emerging and established influencers through an always-on approach
- Creating new reporting methods to monitor and analyze all activations to ensure KPIs are reached
- Overseeing all talent relationships end-to-end, including casting, contracts, sample coordination, fittings and creative briefs
- Looking after all global events in order to coordinate the talents and content productions

HUGO BOSS FASHION INC, NEW YORK CITY, USA

SENIOR COMMUNICATIONS MANAGER
MARKETING & COMMUNICATIONS AMERICAS | 10/2020 – 05/2021

- Worked closely with HUGO BOSS headquarters to strategize and direct the brand's image; enabling synergies in the execution of global and local campaigns (managed a team of three)
- Responsible for influencer marketing for both brands, BOSS and HUGO, including all licensing activities for the Americas
- Created and executed campaigns for social-first activations around key commercial moments and local initiatives
- Developed and nurtured relationships with influencers and celebrities
- Increased brand awareness in the US by overseeing and executing all paid media partnerships
- Created integrated communication campaigns by producing content with different media partners, celebrities and influencers
- Managed creative partnerships and sponsorships with other brands or key opinion leaders
- Created and executed the partnership and the capsule collection with the NBA (BOSSxNBA) — the most successful capsule collection in the history of HUGO BOSS USA

EDUCATION

SDA BOCCONI MILAN, ITALY

MAFED, Master in Fashion,
Experience & Design
Management
2013 – 2014

AKADEMIE MODE & DESIGN, BERLIN, GERMANY

Bachelor in Fashion & Design
Management
2008-2012

LONDON COLLEGE OF FASHION UNIVERSITY OF THE ARTS LONDON, UK

UAL Level 4 Foundation Diploma
in Art and Design
2007-2008

LANGUAGES

GERMAN
(Native)

ENGLISH
(Fluent)

ITALIAN
(Basic)

HUGO BOSS FASHION INC, NEW YORK CITY, USA

SENIOR INTEGRATED MARKETING MANAGER

DIGITAL MARKETING & ECOMMERCE AMERICAS | 01/2018 – 09/2020

- Spearheaded projects forward across multiple departments to ensure the same brand vision online and offline (managing a team of two)
- Oversaw all digital communication channels; onsite content, email marketing and social ads; driving brand innovation, elevation and business growth in the USA, Canada and Mexico
- Established influencer marketing for the Americas
- Managed all media partnerships in the US
- In charge of all photoshoots for the Americas
- In charge of the HUGO BOSS Art Prize at the Salomon R. Guggenheim Museum

HUGO BOSS AG, METZINGEN, GERMANY

DIGITAL MARKETING CONTENT MANAGER

DIGITAL COMMUNICATION & CUSTOMER EXPERIENCE | 08/2016 – 12/2017

- Defined and implemented the global BOSS Menswear digital strategy (managed a team of three)
- Created and implemented digital campaigns and media strategies to ensure an excellent customer experience across all digital channels
- Redefined onsite content by introducing advisory formats such as the 'Suit and Shirt Guide' to create added value for the customers
- Conceptualized and executed editorial shoots to push major product categories
- Digital lead in the creation of the new Product Content Management System (PCM)
- Global digital lead for the BOSS Fashion Shows

HUGO BOSS AG, METZINGEN, GERMANY

JUNIOR DIGITAL MARKETING MANAGER

DIGITAL COMMUNICATION & CUSTOMER EXPERIENCE | 01/2015 – 07/2016

HUGO BOSS INTERNATIONAL MARKETS, ZUG, SWITZERLAND

INTERN ONLINE MARKETING

ECOMMERCE | 07/2014 – 12/2014