



# The Architecture of My Evolution

## Mimi Hallas

HOW I INVENTED MYSELF: A STRUCTURED MAP OF MY GROWTH

# MY CAREER EVOLUTION CYCLE

B2B Trust Builder to Scalable Systems Architect

- 1 Foundation**  
Enterprise B2B Sales managing multi-million pound construction accounts, build trust through long sales cycles
- 2 Creation**  
Moved closer to home and built a handcrafted candle brand from scratch, created a DTC ecosystem
- 3 Structure**  
Scaled my brand to 10,000+ sales across Shopify, Amazon & Etsy and developed systems



- 4 Translation**  
Began consulting on branding, marketing, product, automation, analytics, funnels and UX
- 5 Integration**  
Now bringing my full-stack experience into a team, from solo to shared enabling growth
- 6 Evolution**  
Structure meets intuition, roadmaps serve emotion and designing stories and journeys that feel personal

# CAREER EVOLUTION TIMELINE

The Roadmap of a Systems-Minded Career



# ELEVATION OF MASTERY

Doing to Designing, a Structured Career Story

## 2 Creative Independence

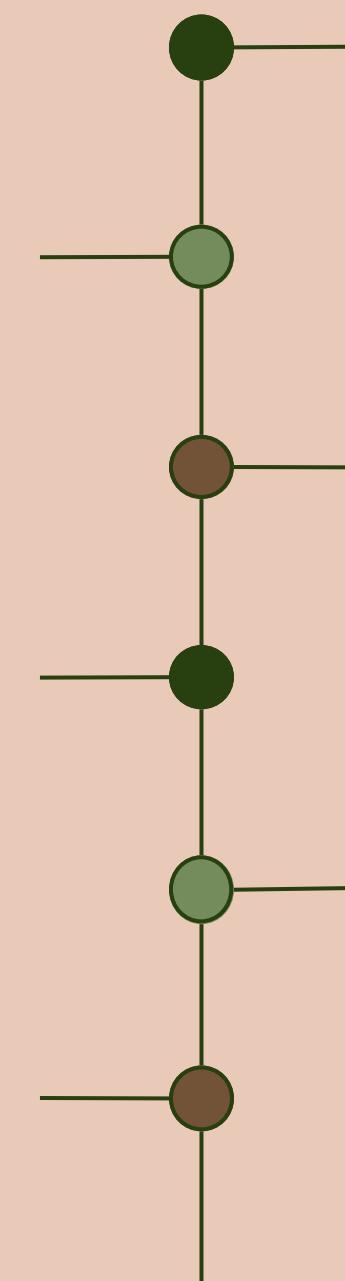
Switched gears and started building from scratch, launched a home-based candle brand, it was the start of hands-on systems thinking

## 4 Strategic Amplification

Began turning intuition into frameworks, advised emerging brands on how to simplify, grow and streamline through structure

## 6 Systems x Story Architect

Engineering for resonance and repeatability, combining management, branding and UX into personalised journeys, ready to co-create at scale



## 1 Corporate Foundations

Developed a strong understanding of how credibility and rapport are earned by navigating extended decision cycles, high-value technical solutions and multiple stakeholders

## 3 Product-Led Growth

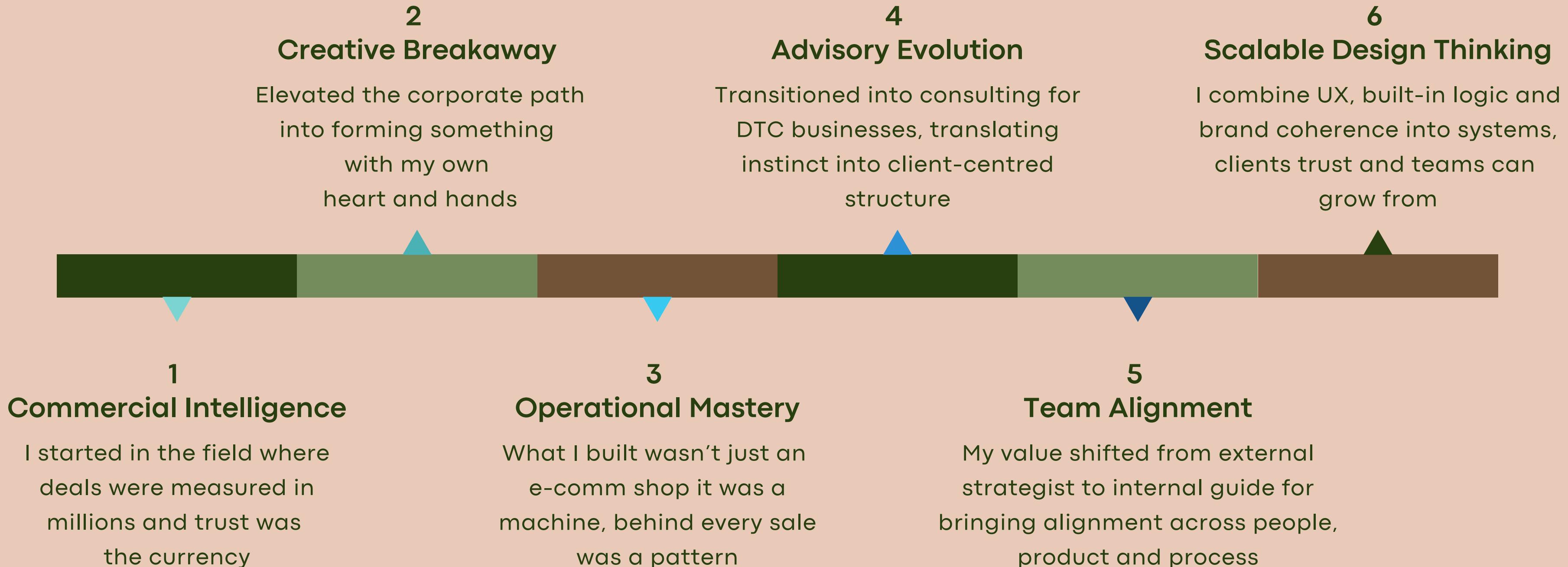
Scaled an e-comm ecosystem with zero outside help, every touchpoint from packaging to purchase was an opportunity to optimise and connect

## 5 Embedded Collaboration

Brought that strategy inside teams, shifted from solo to integrated, helped align product, partners and process into shared execution

# STRATEGIC TRANSITIONS TIMELINE

Vision to Velocity: Six Pivotal Shifts that Shaped My Path



# LAYERED MASTERY PATH

Foundation to Framework, How Each Stage Shaped the Next

## 2 Creative Initiation

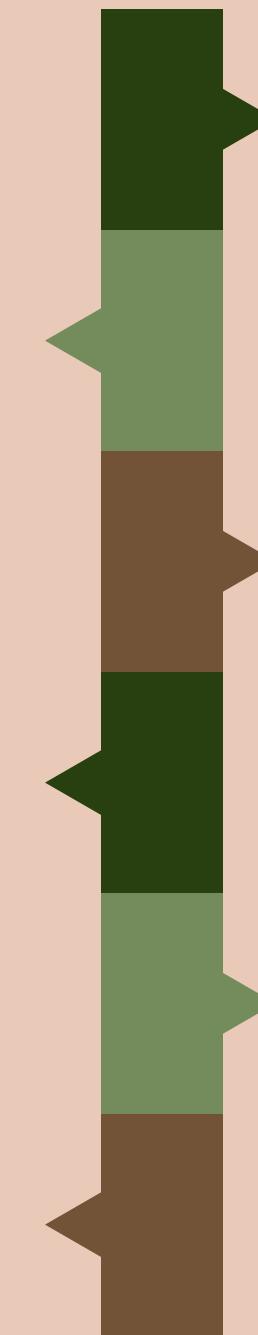
Launching my own product was about turning vision into purpose

## 4 Pattern Recognition as Strategy

My consulting is about helping others identify replicate and refine their best-performing results

## 6 Framework-Driven Impact

Data meets intuition and clarity meets care  
I architect digital growth structures



## 1 High-Stakes Sales Fluency

Built the ability to navigate complexity with balance, learned when to move, listen or to wait

## 3 Ecosystem Thinking

I began designing workflows, content paths and seamless cycles

## 5 Operational Harmony

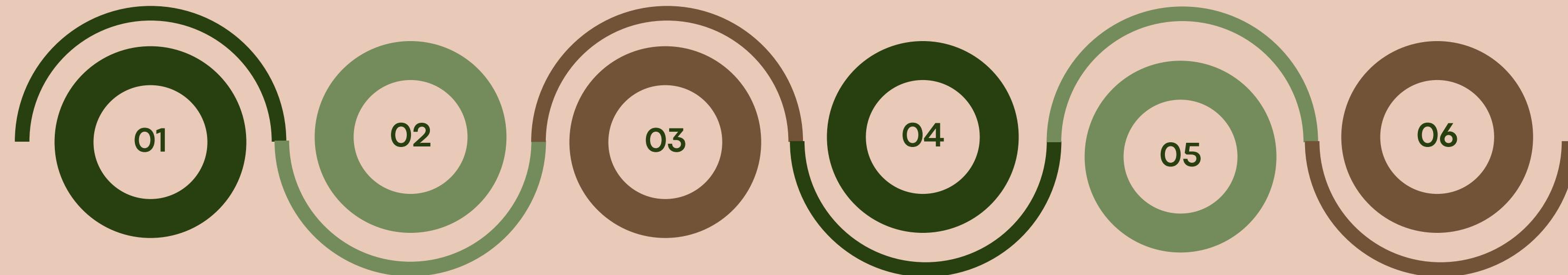
Collaboration is the next evolution to bridge gaps between product, marketing and retention

# EXPANDING IMPACT RIPPLE

The Echo of Intention: Every Season Created More Impact

## Independent Innovation

Thriving e-commerce brand, learned by doing, adapted fast and refined CX



## Knowledge Into Service

The strategist role, simplifying the chaotic and aligning vision with performance

## Designed with Integrity

Architecting holistic, human-first frameworks that are seamless and effortless

## Strategic Grounding

Mastered the art of timing, depth and high-stakes progression

## Systems Thinking

Integrated flow, content loops, funnel design, and transformed into digital growth

## Collective Integration

Embedded into teams to scale across product, customer and ops

# CORE TO CAPABILITY MAP

My Developmental Arc with Distinct Deliverables

## 6 Scalable Resonance

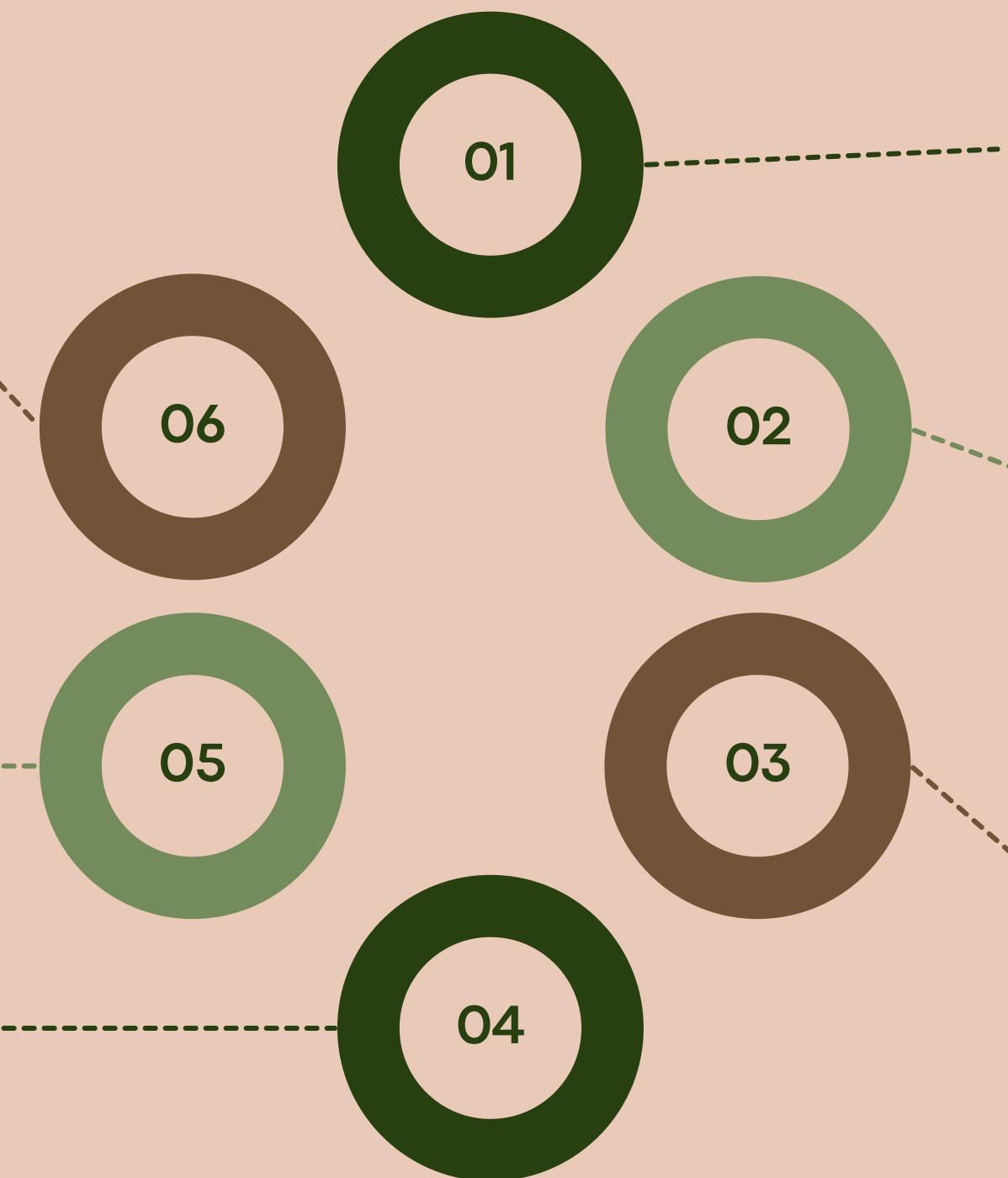
Now I architect brand-product systems that are clear, intelligent, intuitive and intentional

## 5 Internal Integration

Brought frameworks that created consistency across stakeholders removing friction and enhancing flow

## 4 Strategic Insight Translation

Taught and co-created for other brands, tailoring every move to their strategic map



## 1 Strategic Maturity

Breaking into large-scale B2B environments trained me for nuance, risk-readiness and conversation

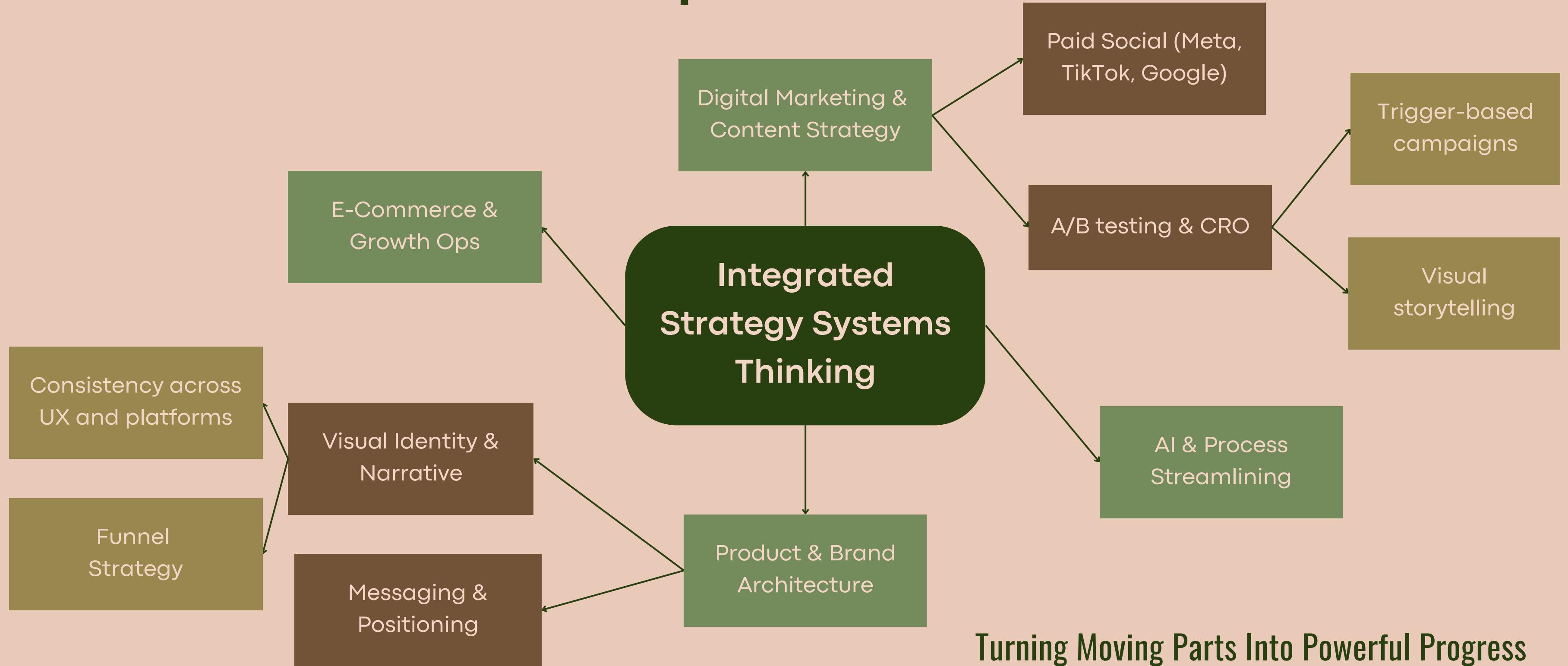
## 2 Inventive Autonomy

Launching my own business gave me vision to adapt in real time and align creative output with constraints

## 3 Systems & CX Architecture

I designed not just a store, but an operational loop of content, feedback, automation and analytics

# Essential Skills Mind Map





### Clarity That Converts

I simplify through analytics and alignment



### Engine with Insight

My projects blend intuition with depth



### Growth Through Resonance

Change begins where logic touches emotion



### Partnership-Ready

I bring awareness, empathy and execution

# Unlearn to Adapt Adapt to Lead Lead to Build Your Dream

Strategic Product Architect, Digital Marketing & Brand Growth  
Partner AI E-Commerce & Customer Experience Expert

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# Nothing Was Accidental Every Phase Built the Next

IT WAS A PATTERN OF DESIGN AND VISION



TURN YOUR MOMENTUM INTO A MAP