



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

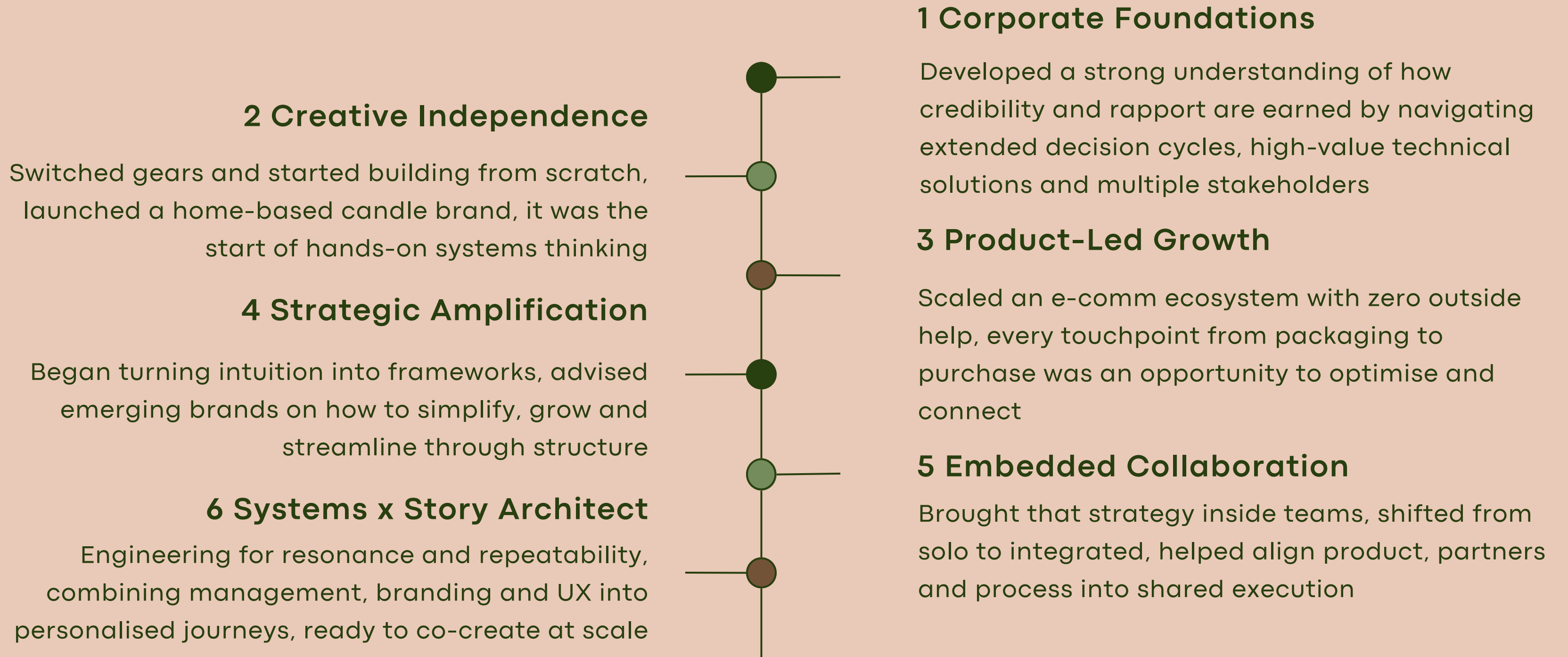
CAREER EVOLUTION TIMELINE

The Roadmap of a Systems-Minded Career



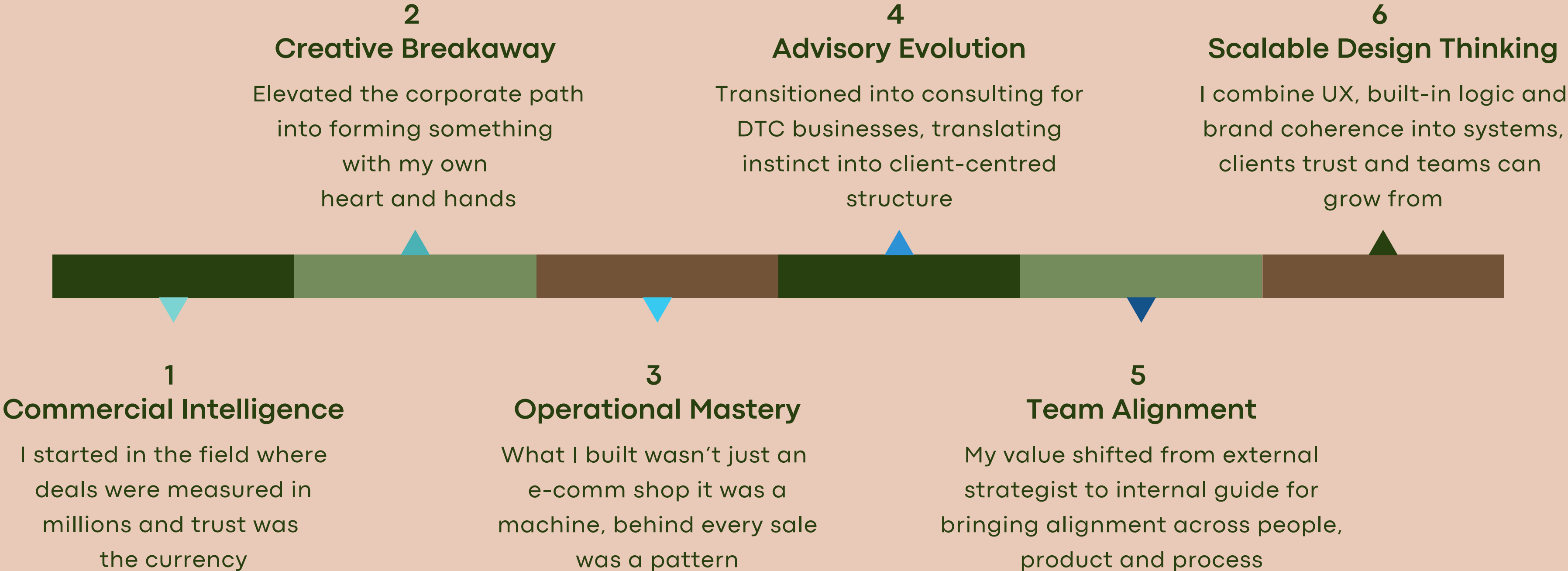
ELEVATION OF MASTERY

Doing to Designing, a Structured Career Story



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



EXPANDING IMPACT RIPPLE

The Echo of Intention: Every Season Created More Impact

Independent Innovation

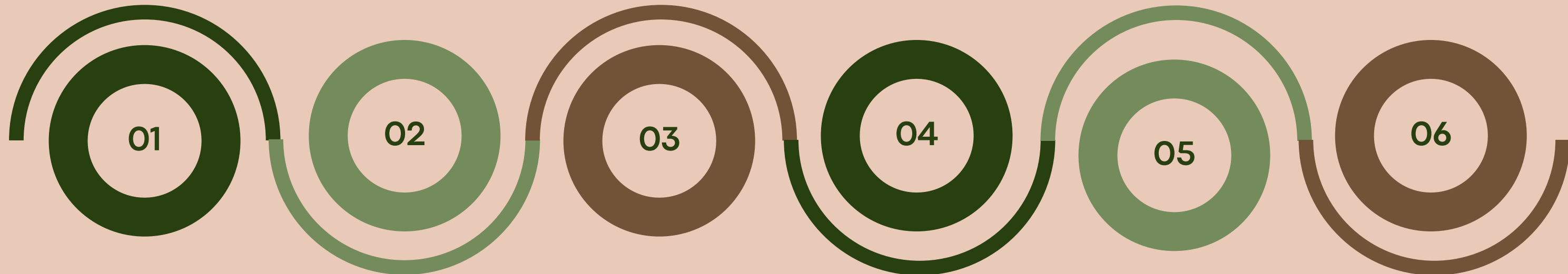
Thriving e-commerce brand,
learned by doing, adapted fast
and refined CX

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

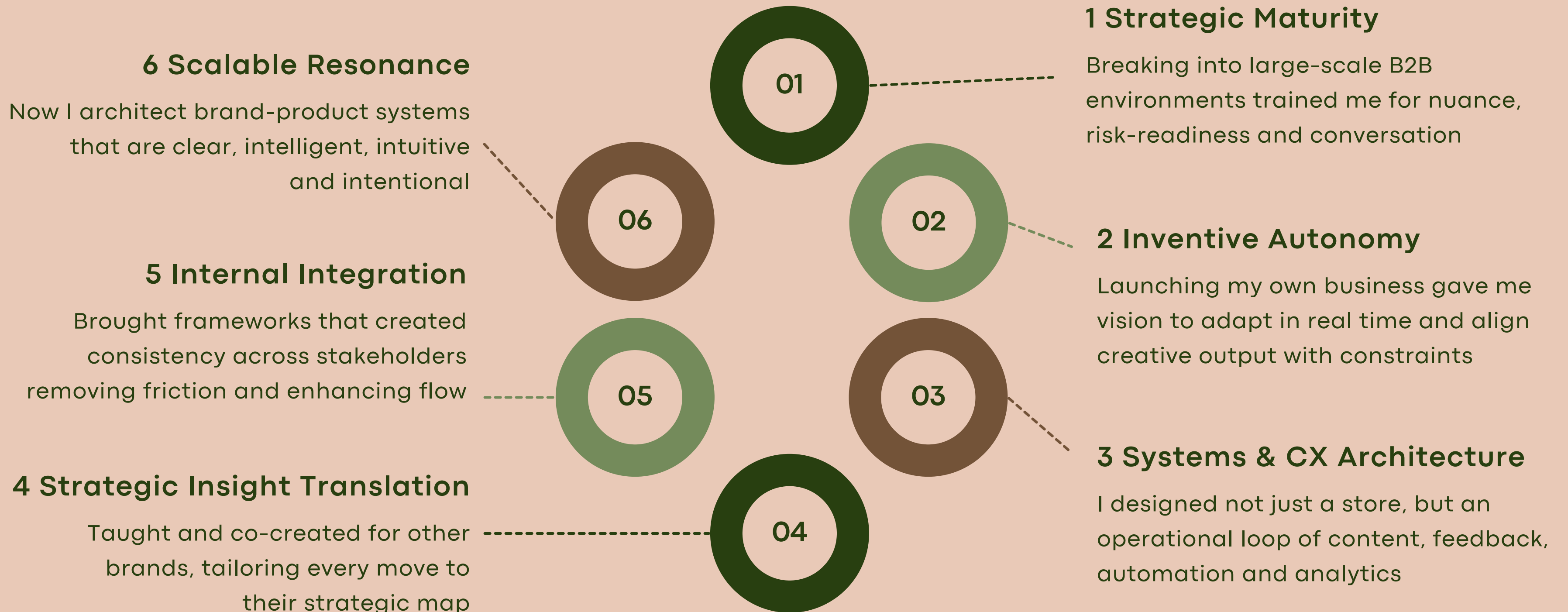
Integrated flow, content loops,
funnel design, and transformed
into digital growth

Collective Integration

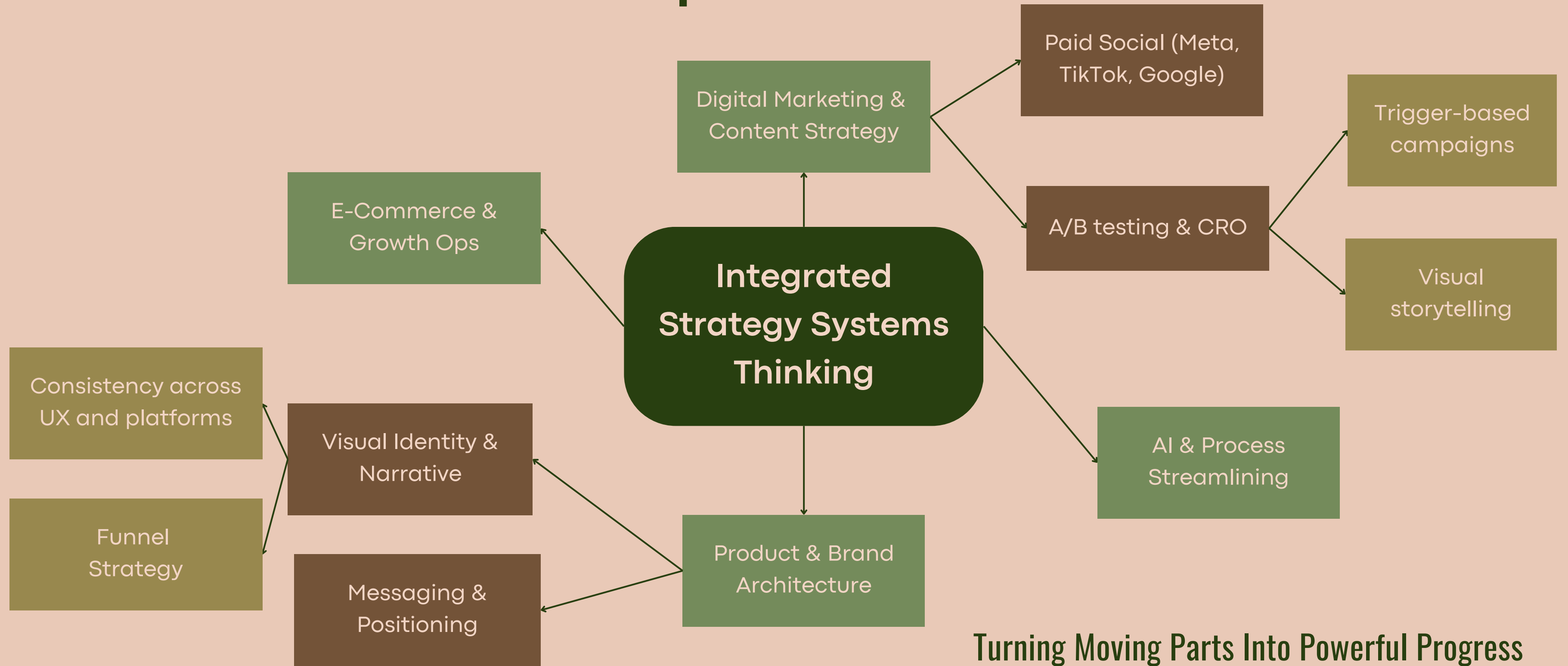
Embedded into teams to
scale across product,
customer and ops

CORE TO CAPABILITY MAP

My Developmental Arc with Distinct Deliverables



Essential Skills Mind Map



Turning Moving Parts Into Powerful Progress



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