

## VITA

## Experience

Since 10.2024	<b>Freelance Creative Director – Copy, Concept, Strategy</b>
Since 05.2023	<b>Creative Strategy Director at KMS TEAM, Munich</b> Connecting brand strategy and brand design with ideation and communication to increase market traction for brands
12.2022-03.2023	<b>Studio Senior Lead/Creative Director at Deloitte</b> Leading 20+ creatives through internal and external communication and branding projects
04.2022-09.2022	<b>Executive Creative Director at DDB Munich</b> Creative lead on client projects with focus on CSR communication, principal for creative directors and the creative department
01.2016-03.2022	<b>Freelance Creative Director – Copy, Concept, Strategy</b> Specialist for creative branding, communication and strategy challenges, creative lead and consultant on pitches
01.2015-11.2015	<b>Creative Innovation Manager at Plan.Net Campaign, Munich</b> Creative lead for campaigns, pitches and awards; member of the international innovation think tank of the Serviceplan Group
10.2011-12.2014	<b>Copywriter at Plan.Net Campaign, Munich</b> Developing and executing national and international digital campaigns, creative lead for other copywriters and clients
05.2011-09.2011	<b>Junior Copywriter at Kainz Werbeagentur, Lindau/Bodensee</b> Executing projects in the B2B sector, developing creative ways to pitch new business clients, free work for NGOs
04.2010-03.2011	<b>Teacher at the Institute for German Language and Literature, University of Freiburg</b>
10.2008-03.2011	<b>Research Assistant at the School of Language and Literature at the Freiburg Institute for Advanced Studies (FRIAS)</b>
03.2007-04.2007	<b>Intern at Techdoc, Krefeld</b>
05.2005-07.2005	<b>Intern at NBC Giga Television, Düsseldorf</b>
10.2005-06.2010	<b>Communication Manager at Liebt.de, Krefeld</b>

**Education**

<b>2008-2011</b>	University of Freiburg: Literature, Culture and Media Studies – graduated as Master of Arts (1.1)
<b>2005-2008</b>	University of Freiburg: German Linguistics and Literature + Instructional Design – graduated as Bachelor of Arts (1.8)
<b>1995-2004</b>	Ricarda-Huch-Gymnasium, Krefeld – finished with A-Level (2.6)

**Beyond that**

<b>Lectures and talks</b>	Creating Relevance: Advertising in the 21 <sup>st</sup> century (University of Freiburg), Online Storytelling (Forum Verlag), How to sell your Thoughts (Hochschule Fresenius)
<b>2011</b>	Paper: “Unsaid / Unshown: The Concept of Blank Spaces in Literature and Film” (Cinefilms)
<b>2004</b>	Civilian service at the sports club MTV Krefeld e.V.

<b>Advanced training</b>	ADC Creative Class, Desktop publishing with Adobe CS (University of Freiburg)
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<b>Languages</b>	German (native), English (business fluent), French (basics)
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<b>Interests</b>	Sports (running, biking, hiking), literature, film, electronic music
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<b>Awards</b>	Bronze, ADC / DE iF Design Award, International Forum Design Grand Prix, Red Dot Award Gold, Red Dot Award Bronze, CommAwards Gold, Marketing Intelligence and Innovation Awards Crystal, Busan Adstars Gold, Annual Multimedia Award Bronze, Clio Website of the Day, FWA Shortlist, Cannes Lions Gold, Jahrbuch der Werbung Gold, Deutscher Preis für Online-Kommunikation Bronze, Webby Awards Gold, Golden Award of Montreux Honoree, Webby Awards Silver, ADC / DE Honoree, ADC / DE Bronze, Eurobest Bronze, AME Awards Gold, AME Awards Gold, iF Design Award Honoree, iF Design Award	Best of Branch, Jahrbuch der Werbung Euro Effie Silver, EACA Effie Silver, GWA Effie Bronze, GWA Gold, Golden Award of Montreux Gold, Annual Multimedia Award Silver, Annual Multimedia Award Global Effie Finalist (Best of 7), Effie Worldwide Inc. Gold, Creative Club Austria Gold, CommAwards Bronze, Lovie Awards People's Choice, Lovie Awards Bronze, Schweizer Dialogmarketing-Preis Silver, Eyes & Ears Awards Ottocar, Autovision Mobile Site of the Day, FWA Creative Sandbox, Google Honoree, Awwwards.com Bronze, Webby Awards Silver, New Media Award
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