

### **Main focuses**

- Marketing concept / strategic development
- Design of advertising material
- Direct mailshots
- Development of logos / corporate design
- Classic graphic design (brochures, flyers, adverts, catalogues, posters, etc.)
- Development of performance statements/slogans/claims
- Copy
- Inventing names
- Typography

### **I also have experience in the following**

- Concept / visual design of websites (no programming!)
- Instructive communication design (signposting/signage)
- Packaging
- Photography/photographic direction

### **A selection of my clients**

Benner & Partner Dialogmarketing, Munich	( <a href="http://www.benner-partner.de">www.benner-partner.de</a> )
Schober Direct Media, Ditzingen	( <a href="http://www.schober.de">www.schober.de</a> )
M-S-B+K, Stuttgart	( <a href="http://www.msbk.de">www.msbk.de</a> )
WELTERdialog, Böblingen	( <a href="http://www.welterdialog.de">www.welterdialog.de</a> )
Impiric (Wunderman, Cato, Johnson) Frankfurt	(Young & Rubicam)
Hoffmann Messe+Ausstellungs-GmbH, Stuttgart	( <a href="http://www.hma.de">www.hma.de</a> )
HEBE Werbung&Design, Leonberg	
Lebenshilfe, Stuttgart	
GBO Agentur für Werbung, Leonberg	
TANDEM Kreativ-Service, Stuttgart	

### **I give regular support to these teams**

artismedia GmbH, Stuttgart	( <a href="http://www.artismedia.de">www.artismedia.de</a> )
Atelier Geffken, Weissach im Tal	( <a href="http://www.werbe-ag.de">www.werbe-ag.de</a> )
Agentur KONTUR, Freudenstadt	
Merkmal Voelkel, Oberstenfeld	

**Extracts of projects** - page 1

<p><u>DegerEnergie</u> www.degerenergie.de</p>	<p>(Solar tracking systems) Logo development, development of corporate design, conceptual design and design of series of adverts</p>
<p><u>dme</u> www.dme-ev.de</p>	<p>(German seawater desalination) Logo development, input for CD</p>
<p><u>Solarmanager</u></p>	<p>(PLC in foundation phase: solar modules for everyone) Development of corporate image Concept and design of product/image brochure Flyers for investors, flyers for managers of administrative district Concept and design of trade fair stands for Intersolar 2005</p>
<p><u>SCHOCK</u> www.schock.de www.f-kb.de</p>	<p>(sink manufacturer) Trade fair focus Kitchen &amp; Bathroom: thematic design of stand, equipment, invitations and promotions, project administration with clients and suppliers, team coordination, incentive system for external sales team/sales department. Retail dialogue design. Various brochures. Promotional campaigns. Strategic customer advice. Development of product names.</p>
<p><u>Biberacher Filmfest</u> www.biberacherfilmfest.de</p>	<p>(1995 - 2006) Development and care of corporate design, annual logo, entire festival configuration (posters, programme, adverts, etc.). Member of organisational committee (marketing committee)</p>
<p><u>TrauDich</u> www.hma.de</p>	<p>(wedding trade fair in Stuttgart, Frankfurt, Zurich) Entire production: catalogue (inc. dealing with exhibitors), posters, adverts, competition to generate addresses ...</p>
<p><u>Hoffmann GmbH</u> www.hofftech.com</p>	<p>(rubber moulded parts) Logo development, concept and design of image brochure</p>

**Extracts of projects** - page 2

- Springer (scientific publishing company)  
Direct marketing campaign for relaunch of medical specialist journals  
(German Direct Marketing Prize in gold)
- Conatex Didactic (scientific teaching aids)  
[www.conatex.com](http://www.conatex.com) Localisation of appearance of the French parent company catalogue to the German market: development of contents, creating a page layout system, design of headlines, follow-up advertising.
- Benner & Partner (dialogue agency)  
[www.benner-partner.de](http://www.benner-partner.de) Design concept for agency premises in line with CI
- Küchenzentrum (6 studios across southern Germany)  
Concept design and design of image brochure  
Sub-brand development in line with CI, invitations or brochures and retail brochures, sales force tools
- Lebenshilfe (organisation for handicapped people)  
Newspaper for members, event posters, brochures
- Die Kleingartacher (social facility of church social welfare work for children and youths)  
Logo development, transfer of the policy to individual facilities, conceptual design and design of image brochure, adverts
- Brandt Ecco (fashion company)  
Design of image brochures and company report
- Schober Direct Media (List-Brokers)  
[www.schober.de](http://www.schober.de) Design of brochures, concept and design of mailshots
- Secuma AG (financial management and marketing)  
[www.secuma.de](http://www.secuma.de) Concept and design of financial and investment product brochures

**Extracts of projects** - page 3

Multicenter/Kriegbaum (discount shop)  
Development of a design policy for the company's own brand

Sport-Scheck (specialist and mail order shop for sporting goods)  
Friendship advertising, catalogue inserts

Otto-Versand (mail order company, full-line supplier)  
Catalogue follow-up mailshots, catalogue inserts

BAUR Versand (mail order company, full-line supplier)  
Customer magazine (framework, layout, text)

Veser (manufacturer of cherry tree furniture)  
Logo development, transfer to CD,  
Advertising of opening of business

Dr. med. Gahlen (dermatologist)  
Development of logo and claim, transfer to business stationery

Julia Faßnacht (dentist)  
Development of logo and claim, transfer to business stationery  
Involved in design of dental practice

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Degree dissertation Concept and design of an advertising campaign to launch a whey-based drink for a young target group. Development of product idea, product name, product design, retail packaging, communication concept (copy platform, key visuals) including transfer to all advertising materials.