

INDEPENDENT CREATIVE DIRECTOR | BRAND MARKETING & INTEGRATED CAMPAIGNS

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1. PROFILE

Creative Director with 14+ years across leading creative agencies, brands and in-house brand management — combining brand strategy, creative direction and integrated campaign development for the German market.

Experienced in building brand and communication platforms for national and international consumer brands — from strategic positioning and creative concepts to TV, social, digital and brand experiences, including the localisation of international campaigns for Germany. Strong background in leading creative teams, managing agencies and external partners, working cross-functionally and presenting strategic and creative work to C-level executives.

Currently working independently with agencies and brands, with a focus on applied AI, AI-enabled workflows and automation, supported by an MBAI — Master of Business with AI.

2. EXPERIENCE

FREELANCE CREATIVE DIRECTOR / ART DIRECTOR

mkriesmair | 03/2023 — present

Ducati | m&T Frankfurt

External creative and strategic consultant for the Ducati Germany account for more than a year. Developed model-specific positioning and narratives, adapted Ducati's international creative assets for the German market and guided campaigns across TV, social and retail, including sales-driven communication.

- Cost per lead -43 %, conversion rate +110 % (overall campaign with Magni & Tude)
- Brand film aired at MotoGP, built entirely from existing footage

O₂ | Serviceplan Bubble / Publicis

Developed the creative concept and campaign architecture for the O₂ Record Race with PlayStation, translating the brand partnership into an integrated consumer experience across a live event, microsite, gaming creators and social (2023).

- New world record: most laps completed in Gran Turismo 7 within 48 hours
- All participant slots booked within 5 days

Developed retail and brand experience concepts, including the O₂ Experience Space at ALEXA Berlin.

Later supported Publicis during the account transition.

Borjomi | IMAGINE

New strategic and creative positioning, translated into a brand vision and key visual.

AOK | KNSK / PARAT

Creative concept development for the AOK Baden-Württemberg brand campaign and campaigns on prevention and health.

Selected additional projects

Mondelēz / WOW Agency — Campaign concepts and execution in the Bundesliga environment

EDEKA / Elbdudler — Social media concept development

BioNTech / WEFRA LIFE — Key visuals for brand campaign

Das Handwerk / CarlNann — Pitch concept development

Land Niedersachsen / CarlNann — Pitch and brand repositioning

BRAND MANAGEMENT

Ströer Content Group | 01/2021 - 11/2022

Steered brand communication and media strategy across the Ströer portfolio, working across multiple brands, functions and senior stakeholders including CEO, COO, CCO and editorial leadership.

- Repositioned t-online as an independent journalistic media brand and developed the overarching brand and campaign strategy for watson
- Built and led project teams of 5—10 people across marketing, design and external partners
- Briefed and steered freelance creatives, creative agencies and production partners, including the development of a new corporate design and multi-channel sound identity
- Developed media plans across the Ströer portfolio and coordinated campaign delivery
- t-online launch generated significant organic attention, including #2 on r/munich, a six-minute feature on the Doppelgänger tech podcast and a share by entrepreneur and investor Frank Thelen

SENIOR ART DIRECTOR

thjnk Hamburg | 05/2018 - 12/2020

Deutsche Bahn — Employer branding campaigns across TV, OOH, content and career films; creative lead for the relaunch of the DB employer brand design, including a dedicated design variant for apprentices.

Commerzbank — Integrated campaign and TV communication.

Škoda — Part of the team behind the successful pitch for the thjnk group.

Led an art team of one Senior Art Director and two Art Directors, alongside a Creative Director Copy.

CREATIVE ART

GGH MullenLowe | 12/2015 - 04/2018

Worked independently as part of the German creative team on international accounts and projects, collaborating directly with agency teams in London and Madrid across the MullenLowe network. Clients included Unilever, Magnum, Wilkinson, Landliebe and Eurosport.

Yelp — Concept and execution of Yelp's first pan-European TV campaign, including production and on-set involvement.

Eurosport — Live communication around the Olympic Games and Bundesliga.

IKEA / Vier Pfoten — Award-winning campaigns (Cannes Lions, ADC Germany).

E.ON — B2B and B2C communication, from sales materials to brand campaigns.

Mentored a Junior Art Director and intern.

ART DIRECTOR

Grabarz & Partner | 06/2015 - 11/2015

Concepts and art direction for Burger King, Volkswagen and Gore-Tex; launch communication and Volkswagen pitches.

JUNIOR ART DIRECTOR / ART DIRECTOR

Serviceplan Campaign Hamburg | 02/2012 - 12/2014

Saturn — Art direction and lead of an art team of three Junior Art Directors and an intern for the brand campaign

„Alle wollen Tech-Nick“ — from creative platform to production and year-round campaign lead.

Spontaneous brand awareness 80 % above target • GWA Effie

BMW — Brand, model, launch and retail campaigns, incl. „Dynamik beginnt im Kopf“, BMW xDrive, 2 Series Coupé, 3 Series Touring.

Contributed to pitches for Google, BMW, Montblanc and Schöffelhofer.

EARLIER EXPERIENCE

Heye & Partner (Junior Art Director) • Heimat Berlin • Olbrich Design • Playboy Magazin

3. SELECTED BRANDS

McDonald's • BMW • Audi • Volkswagen • Škoda • Ducati • Deutsche Bahn • Commerzbank • O₂ • IKEA • E.ON • EDEKA • AOK • BioNTech • Saturn • Hornbach • Veltins • Yelp • Eurosport • Vier Pfoten • Union Investment • BLAU

4. EXPERTISE

Creative & Campaign Leadership — Creative Direction • Integrated Campaigns • Concept Development • Art Direction • Storytelling

Brand Marketing — Brand Strategy • Positioning • Brand Platforms • Corporate Identity • Localisation for the German market

Leadership & Stakeholders — Team Leadership • Agency Management • Cross-functional Collaboration • C-Level Presentations

Channels — TV / ATL • Social • Digital • Brand Experiences • Key Visuals • Visual Systems

5. AI & TECHNOLOGY

Hands-on with AI-enabled workflows, lightweight agentic systems and automation in creative and organisational processes.

Gemini • Gemini Notebook • ChatGPT • Claude • Claude Code • Make • GitHub • Supabase • Google Workspace

Creative tools: Adobe Creative Suite • Figma • Framer • Midjourney • ElevenLabs

6. EDUCATION & TEACHING

MBAI — Master of Business with AI | Hochschule Fresenius / Leaders of AI | 2025

Brand Management | University of London | 2023 | Certificate

Communication Design | Akademie U5 Munich | 2006 — 2009 | Diploma

Lecturer, Campaign Development | Burke Munich 2025 • htk Hamburg 2023 — 2024

7. LANGUAGES

German Native

English Fluent

Spanish Basic

8. SELECTED AWARDS

Cannes Lions Silver

BCM Silver

Red Dot Award

ADC Germany Silver, Bronze

Radio Advertising Award Gold

ZMG Best Newspaper Campaign

GWA Effie Silver & Bronze

DDC Bronze

AME Gold & Bronze

Die Klappe Shortlist

Award-winning work for brands including IKEA, Deutsche Bahn, BMW, Audi, Hornbach and McDonald's.