



SERVICES

Native English and German creative content, writing and editing; brainstorming, concepts, and campaigns; social media and SEO communications for corporate, non-profit, and start-up enterprises

EDUCATION

- 06/2019 Digital Marketing, **IFM** Frankfurt
- 11/2008 Visual Communications Certificate **NAFA**, Singapore
- 06/2007 Marketing Management Asia/Pac Professional Dipl., **NUS/MIS**, Singapore
- 06/1997 Graphic Design Certificate **UC Berkeley Extension**, California, USA
- 06/1994 B.A. in Comparative Literature, **Haverford College**, Philadelphia, USA

EMPLOYMENT

- 2010-now Marketing Content and Communications **KAHNTEXT**, Wiesbaden
Concept, SEO copy, digital, PR, advertising, corporate communications, international market adaptation for private and corporate clients incl. CSL Behring (Change Mgmt/Agile), Stroemmark, BonPrix, Fitness First, KAEFER GmbH (Change & LEAN Mgmt), Jung von Matt (SIXT, BMW, Wella, Panasonic, Heinemann Duty Free, OBI, Tchibo), Brandscape (Mini, Opel)
- 2011-2013 Communications Design and Editor
EBS Business School, Oestrich-Winkel
Quarterly and annual reports, international academic submissions, projects for Grameen Creative Lab, Social Business lectures, events, and PR
- 2002-2009 Marketing Concept Developer and Copywriter
360 loop communications, Singapore
Bausch & Lomb, SKY Gyms, Fine Palate Catering, Paulaner Restaurant, FFG Hamburg, Skipping Stones (fin. services), Pfizer US Pharmaceutical
- 2002-2004 Tea Company Owner, **Mama Sweet**, New York, NY
Founded and operated organic Rooibos tea import & retail company
- 1999-2002 Sr. Copywriter, **Jung von Matt** Werbeagentur, Hamburg, Germany
Helped establish international network, conceived, produced international classic ad campaigns for SIXT Car Rentals, Wella, Panasonic, and BMW
- 1998-1999 Jr. Copywriter, **Scholz & Friends**, Hamburg, Germany
International above/below-the-line ad campaigns for Henkel, Lufthansa, Buena Vista International Films, Tchibo Coffee, Europcar
- 1997-1998 Graphic Design/Jr. Copywriter, **Springer & Jacoby**, Hamburg, Germany
Mercedes-Benz A Class international launch classic advertising and merchandising campaigns
- 1996-1997 Freelance Writer/Designer, **AIP & IR Agencies**, San Francisco, CA
Wrote and designed company literature and reports for private equity fund as well as dotcom startups and IPOs
- 1994-1996 Media Researcher, **Barbette Media**, New York, NY
Researched and pitched editorial material for German publications