

Kurt Beren Geiger
Curriculum Vitae

EMPLOYMENT

FREELANCE CREATIVE LEAD & CONCEPTUAL COPYWRITER, Stockholm, Sweden

April 2019 to present

Brand experiences and advertising campaigns for companies like Bang & Olufsen, the start-up Fishbrain, the parking app EasyPark, the creative collective The Swedish Villa, and Hogarth Worldwide in London.

MUSTASCH REKLAMBYRÅ, Stockholm, Sweden

August 2018 to February 2019

Senior Copywriter

Clients such as Enkla Elbolaget, Dynapac, and Volvo Construction Equipment.

DIGITASLBI NORDICS, Stockholm, Sweden

September 2014 to April 2018

Senior Copywriter

Clients such as Husqvarna, Radisson Blu, Sandvik, Scania, Smakis, and Yoplait.

FREELANCE CREATIVE, Stockholm, Sweden

April 2014 to August 2014

Agencies like DigitaSLBi in Gothenburg; Onemotion IMC in Stockholm; Mustasch Reklambyrå in Karlskrona; Scholz & Friends in Düsseldorf, and Innocean Worldwide in Frankfurt.

AMSTERDAM WORLDWIDE, Amsterdam, Netherlands

January 2014 to February 2014

Freelance Creative

Pitch participation for pan-European Škoda account.

INNOCEAN WORLDWIDE, Frankfurt, Germany

March 2012 to August 2013

Associate Creative Director

Creative lead for pan-European, integrated work for Kia and Hyundai.

JWT, Düsseldorf, Germany

March 2011 to February 2012

Senior Copywriter

Creative lead in WPP's dedicated Mazda unit "Cosmo", consisting of JWT, Wunderman, and Mindshare.

McCANN ERICKSON, Düsseldorf, Germany

January 2009 to February 2011

Senior Copywriter

Creative lead for Toshiba, pan-European work for NESTEA, with other clients like Arla, L'Oréal, Opel, and Sony Ericsson.

EHRENSTRÅHLE BBDO, Stockholm, Sweden

December 2007 to December 2008

Copywriter

International clients such as ABB, Aqeri, Nynas and SCA-Tork. Creative lead for Aqeri and SCA-Tork.

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EMPLOYMENT [continued]

POOL KOMMUNIKATIONSBYRÅ, Stockholm, Sweden
Freelance Copywriter
October 2007 to November 2007
Creative lead for Scandinavian Airlines.

VOLLEY REKLAMBYRÅ, Stockholm, Sweden
Freelance Copywriter
August 2007 to September 2007
Digital communications for Sony Ericsson.

JWT, Düsseldorf, Germany
February 2004 to June 2007
Copywriter
Pan-European, integrated work for Mazda.

FREELANCE COPYWRITER, Berlin, Germany
January 2003 to February 2004
Agencies like Volley and Sandler Mergel in Stockholm; cosmoblond and
Q Mindware in Berlin and InterOne BBDO in Wiesbaden.

CAPPUCCINO REKLAMBYRÅ, Stockholm, Sweden
February 1999 to December 2002
Copywriter & Web Project Director
Clients such as ABB, AGA Gas, Carta Booz Allen Hamilton, Ericsson, Škoda, and SWECO.

AWARDS

ActResponsible@Cannes Lions 2017, Shortlist & Showcase
Danish Digital Awards 2017, Shortlist, Websites - Microsites
One Show 2017, Shortlist, Ambient/Immersive - VR Technology Hardware
100-wattaren 2016, Nominerad, Internationellt - Singel
Cristal Festival 2015, Emerald, Innovative Online Ad
Epica Awards 2015, Bronze, Online Ads
The Lovie Awards 2015, Shortlist, Online Advertising Rich Media
One Show 2015, Merit Award, Interactive
Euro Effie 2014, Silver, Automotive
International Automotive Advertising Awards 2013, Bronze, Catalog Sport
Cannes Lions 2012, Shortlist, Direct Lions
Mobius Awards 2009, Certificate for Outstanding Creativity
Viral Film Festival 2009, Présélection pour le Prix de l'extrême
Creativity Awards 2006, Platinum, Consumer Print
Creativity Awards 2006, Merited, Consumer TV
100-wattaren 2001, 50 Watt, Producentreklam

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EDUCATION

STOCKHOLM UNIVERSITY, Stockholm, Sweden
Institute of Communication and Advertising, IHR
Master of Arts in Marketing Communication, August 1998
Thesis "Värdebaserad kulturell varumärkeslösning" featured in the December 1998 issue of Teoretiska Informationer published by Sveriges Informationsförening.

CARSON/ROBERTS CREATIVE COURSE, Los Angeles, California, USA
October 1987 to March 1988
Sponsored by the Western States Advertising Agencies Association. Selected and limited admittance with well-known instructors such as Lee Clow.

ADVERTISING CENTER, Los Angeles, California, USA
January 1987 to April 1987
Completed the Creative Concepts courses I & II.

PEPPERDINE UNIVERSITY, Malibu, California, USA
Bachelor of Arts in Communications, April 1986
Major in advertising, minor in marketing
Member of the American Advertising Federation Student Advertising Club, 1984 to 1986.

LANGUAGES

Native in English. Fluent in Swedish.
Good command of German and Norwegian.

REFERENCES

Provided upon request.