

Kurt Beren Geiger
Curriculum Vitae

EMPLOYMENT

HULTAFORS GROUP, Stockholm, Sweden
August 2021 to present
Copywriter & Creative Lead
Brand communications and tonality for Snickers Workwear.

FREELANCE CONCEPTUAL COPYWRITER & CREATIVE LEAD, Stockholm, Sweden
March 2019 to March 2021
Brand experiences, advertising campaigns, and copywriting at the creative collectives The Swedish Villa and Reklambanken, and for the likes of Bang & Olufsen, Snickers Workwear, LOOP Tackle, the start-up Fishbrain, the parking app EasyPark, Bulldozer kommunikationsbyrå in Karlstad, 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.

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EMPLOYMENT [continued]

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.

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

Dutch VR Awards 2017, Nominated, VR & AR Marketing Campaigns

The Drum Dadi Awards 2016, Highly Commended, Best Use Of VR

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

Kurt Beren Geiger

+46739879007

kurt@kurtberengeiger.se

www.kurtberengeiger.se

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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.