

**Kurt Beren Geiger**  
**Curriculum Vitae**

**EMPLOYMENT**

FREELANCE CREATIVE LEAD & CONCEPTUAL COPYWRITER, Stockholm, Sweden

April 2019 to present

Brand experiences, advertising campaigns, and copywriting at the creative collective The Swedish Villa, and for the likes of Bang & Olufsen, 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.

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  
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

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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.