



Klaus Bender.
Copywriter.

Curriculum vitae.

Personal Data

Name Klaus Bender
Birthdate 12/12/1978
Address Simon-Dach-Straße 40
10245 Berlin
Nationality German
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Education/Qualification

1989-1995. Realschule Gaggenau.
Gaggenau/Germany. Secondary School.

1995-1996. Pine Ridge High School Deltona.
Deltona, Florida/USA. 1 year student exchange program.

1996-1999. Handelslehranstalt Rastatt.
Rastatt/Germany. High School.

2001-2004. SAE Institutes/University of Middlesex.
Stuttgart & Munich/Germany. Bachelor of Arts (Hons.). Multimedia Designs.



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Work Experience.

1998-2001. Monkey Business Records.

Rastatt. Founder. Various releases on vinyl record.

1999-2000. Military Service / SFOR

Mayen. OpInfoBtl 950. Editor. SFOR youth magazine Mirko.

2000-2003. Wohlgemuth & Company Werbeagentur GmbH.

Stuttgart. Event concept and management.

2005-2009. SHANGHAI BERLIN Werbeagentur GmbH & Co. KG.

Berlin. Copywriter.

2009-2011. Atletico International Werbeagentur GmbH/ Grey Germany.

Berlin. Senior Copywriter.

Since 09/2011. Freelance Copywriter.

Berlin. Freelance Copywriter and Creative Director.

Since 10/2016 Miami Ad School Europe. Instructor.

Berlin. Instructor for basic copy- and scriptwriting at MAS' Berlin campus.

References

Copywriting, concept, creative direction for Atletico Berlin/Grey Germany, Brand Orchestra, Boston Consulting Digital Ventures, Hopf Strategie, iconmobile, infocentric, Nodes Agency, No Man Is An Island, Metadesign, menze+koch, kapacht/DDB, Ketchum Pleon, kleiner&bold, Kreuzbergkind, Lode, PEIX Communication, Saatchi Pro, Unit III Consulting, valtech, wysker and more.

Working on national and international projects for clients like Allianz, AbZ Pharma, ARAG, Audi, AXA Real Estate, Billy Boy Kondome, Bosch, Campari Group, CBRE, Condor, Coup, Deutsche Bahn, Generali, Glenfiddich, Global Citizen, Karstadt, KaDeWe, Malteserkreuz, Mercedes-Benz, ratiopharm, Tullamore DEW, United Internet, Volkswagen, Valyo, William Grant & Sons, wysker and more.

Other/Hobbies

Since 06/2015. ObDach? e.V. Board member.

Berlin. Board member and volunteer at ObDach? e.V. running a shelter for homeless and people in need within the framework of the city wide "Kältehilfe" of the municipality of Berlin. Once weekly organization of a hot meal, clothing bank, and a safe place to sleep.

Since 10/2017. kb blockprinting. Printing pain & pleasure

Berlin. Art project portraying unknown musicians in large format, limited edition linoleum and woodcut prints. Current exhibition at Kleine Schwester, art center Kunstquartier Bethanien.