

Klaus Bender

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Personal Profile

I have seen a lot and I have tried a lot. In 15 years of experience as a creative, copywriter, and writing instructor, I've all shapes and sizes of agencies, clients, and jobs. The need to create drives me. My students are the fuel that keeps me motivated. I strongly believe in a "learning mindset" and building creative resilience and flow as leadership principles.

Key Achievements

Fifteen years of copy and concept national and international projects and integrated campaigns. From pitch to brand development, from startup to blue-chip and from boutique agencies to networks. Please take a look at my portfolio – www.klausbender.de. Some achievements in brief:

- Transcreation of the **YouTube Shorts 2021 campaign** for the German-speaking market. Closely collaborating with the client - both global and national leadership – and MediaMonks' London office in an agile process.
- Script advisor for **Global Citizen's** 2019 Berlin event. Speakers included 8th UN General Secretary **Ban Ki-Moon** and world bank president **Kristalina Georgieva**. Live-editing speeches as well as scripting for the hosts **Nikeata Thompson** and **Hadnet Tesfai**.
- Creative consultant for **wysker**, Germany's first ICO financed startup. Developing the founder's vision into a corporate purpose and brand manifesto used for funding and communications. Winning the **UNESCO & Netexplo Innovation Award 2018**.
- German copy-lead for a new, award-winning **Allianz** campaign employing a – at the time – groundbreaking content strategy. Creative direction for 15 YouTube mini-documentaries within a year. Awarded with the **New York Festivals' Silver Midas Award 2011** for integrated campaigns.
- Concept and copy for CRM-mailings of the **Maybach** and **McLaren SLR** brands of Mercedes-Benz.. Result: fan mail by customers. Further "mobility brands" include COUP by Bosch, Mercedes-Benz, Maybach, Smart and Volkswagen for **ShanghaiBerlin**, **BCG Digital Ventures**, **Metadesign**, and **kapacht/DDB**.
- Teaching over 100 copywriting students at **Miami Ad School Europe** (Copy Techniques I, II, III), many of them award-winning since 2016. I consider the naming of my alumni **Farah El Feghali** of McCann Paris as one of the **top 10 copywriters at Cannes Festival 2021** the best thing. Like ever.



Klaus Bender.
Creative.

Career

Copywriter & Creative Director – Freelance Creative, Berlin	2011 to date
Instructor for Copy- & Scriptwriting – Miami Ad School Europe, Berlin	2016 to date
Senior Copywriter & Copy Lead – Atletico International GmbH/Grey Global, Berlin	2009 to 2011
Copywriter – SHANGHAI BERLIN GmbH & Co. KG, Berlin	2005 to 2009
Event Conceptor – Wohlgemuth & Company GmbH, Stuttgart	2000 to 2003

References

Copywriting, concept, creative direction for, among others, the following **agencies**: Atletico Berlin / Grey Germany, BCGDV, Hopf Strategie, iconmobile, Nodes Agency, No Man Is An Island, MediaMonks London, Metadesign, kapacht/DDB, Ketchum Pleon, Kreuzbergkind, Lode, Saatchi Pro, and valtech.

Clients and **brands** included AbZ Pharma, Allianz, AMG, ARAG, Audi, AXA Real Estate, Billy Boy Kondome, Bytedance/TikTok, Bosch, Campari Group, CBRE, Condor, Coup, Deutsche Bahn, Generali, Glenfiddich, Global Citizen, Google, Karstadt, KaDeWe, Maybach, Mercedes-Benz, ratiopharm, Smart, Tullamore DEW, United Internet, Volkswagen, Valyo, William Grant & Sons, wysker, YouTube and many more.

Core Skills

Copywriting	Concept Development	Creative Strategy	Creative Writing
Creative Direction	Advertising	Brand Development	Writing for Apps
Campaigning	Mentoring	Talent Development	Bilingual (De/Eng)

Education

Bachelor Arts (Hons.) Multimedia Design – SAE Institutes/ University of Middlesex	2001 to 2004
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Personal Development

Board member & volunteer – ObDach? e.V., homeless shelter, Berlin	2016 to date
Visual Artist – Printing pain & pleasure – linocut portraits of underground artists	2017 to date