



Florestan Roesemann
- COPYWRITER -

Date of birth: 21 October 1991
Nationality: German
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EXPERIENCE

- MARKETING | 03.2014 - PRESENT**
LILIE GMBH & CO. KG, BESIGHEIM
Copy for packaging, websites, manuals, flyers and other advertising material. Involved in several team projects.
- CREATIVE INTERN | 10.2016 - 12.2016**
MCCANN, MADRID
Worked on: Campofrío, Ikea, Ron Barceló
- CREATIVE INTERN | 07.2016 - 09.2016**
BBDO, BERLIN
Worked on: smart, General Electric
- CREATIVE INTERN | 04.2016 - 06.2016**
TBWA / CHIAT DAY, NEW YORK
Worked on: McDonald's, Michelin, GoDaddy, Pepsi, Walgreens
- BUSINESS RELATIONS | 09.2014 - 02.2015**
LILIE GMBH & CO. KG, SEATTLE & US
Based near Seattle. Regular trips to partners all over the US. The objective was to intensify collaborations, accelerate joint projects, and improve business relations.
- CIVIL SERVICE | 11.2009 - 07.2010**
GERMAN RED CROSS, LUDWIGSBURG
Mostly driving and mobile services for disabled people

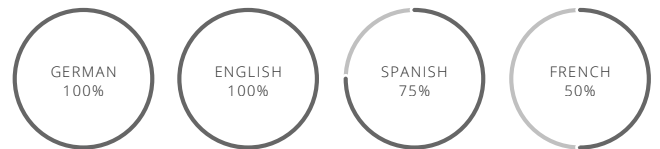
SKILLS

- Photoshop ●●●●● Other skills:
- Illustrator ●●●●● • Translations (Ger - Eng - Spa)
- InDesign ●●●●● • Microsoft Word, Keynote
- Premiere ●●●●● • Photography
- • German Driver's license

EDUCATION

- COPYWRITING PROGRAM | 04.2015 - 03.2017**
MIAMI AD SCHOOL EUROPE, BERLIN
All classes and assignments in English.
- LITERARY STUDIES | 02.2012 - 06.2012**
UNIVERSIDAD DE LOS ANDES, BOGOTÁ
All classes and most assignments in Spanish. Took a creative writing class (short fiction) and wrote my stories in English.
- B.A. LITERATURE / ENGLISH | 10.2010 - 11.2013**
EBERHARD KARLS UNIVERSITY, TUEBINGEN
Focus on German and English literature covering a great variety of eras and styles. Took additional translation classes in English and Spanish and achieved a proficient level.
- ABITUR (HIGHSCHOOL) | 09.2001 - 07.2009**
FRIEDRICH-SCHILLER GYMNASIUM, MARBACH A.N.
Graduated after 8years as part of a pilot experiment (G8)

LANGUAGES



INTERESTS

- Travel**
I've traveled extensively, mainly in Europe, South America, and the US, and love to challenge myself.
- Sports**
I'm a major soccer fan (VFB Stuttgart) and play regularly in my free time. I also go to the gym to stay in shape.
- Words**
I enjoy reading, writing, well written TV shows, puns - basically everything related to a great use of language.