

DANIEL KUNZE CURRICULUM VITAE



- Creative and Art Director with 10+ years agency experience
- Passionate about creating seamless Direct Marketing and Brand Communication
- Proven concept, implementation and creative problem solving skills for corporate and local brands alike; translating marketing goals into effective campaigns
- Looking for new creative challenges and a work-hard, play-hard team!



WORK EXPERIENCE

Art Director and Team Lead Oct 2015 – today
MWD – Creative Agency, Berlin
Clients: American Express Germany & Austria, AEG – Anschutz Entertainment Group, Eisbären Berlin, Nestle/Maggi, Tempo Team Germany

EXAMPLES OF CLIENTS, WORK & PROJECTS

Client: American Express Germany & Austria

- » Concepts, art direction, project management and design execution of digital and print daily business and customer acquisition communication, Cardmember campaigns and adaptation of international campaigns including:
 - Direct marketing (Direct mailings/Selfmailer/Creative mailings)
 - Email marketing/Landing pages/Backend concepts
 - Online Banners/Retargeting campaigns
 - Benefit reinforcement campaigns
 - Cardmember engagement campaigns/Spend activation
 - Acquisition/upselling/cross-selling campaigns
 - Members recruit members campaigns
 - Social media campaigns
 - Product launch and renewal campaigns

Client: Eisbären Berlin

- » Concepts, art direction and design execution for the season campaign 2018
 - Regular Direct Marketing/Season ticket mailings/Sales mailings
 - Social Media Ads
 - OoH Ads

Client: Nestle/Maggi

- » Concepts, art direction and design execution of direct marketing campaign for a new food product market launch

Art Director August 2009 – July 2015
T+R Dialog, Berlin
Clients: Deutsche Oper Berlin, Brot für die Welt, Die Johanniter, BSR – Berliner Stadtreinigung

Junior Art Director Jan 2008 – June 2009
Tobien und Ritter, Berlin
Clients: Berlin Partner, JalouCity, dbb vorsorgewerk

Art intern July 2007 – Dec 2007
Tobien und Ritter, Berlin
Client: Sack Mediengruppe



ADDITIONAL SKILLS

Team Lead, illustration, programming know-how (HTML, css), extensive fundraising experience, Consulting and editing websites (Wordpress, Joomla)



PERSONAL

Date of Birth: 12.06.1981
Place of Birth: Berlin
Nationality: German
Phone: +49 177 347 2613
Website: www.danielkunze.com
Email: dk@danielkunze.com



EDUCATION & QUALIFICATIONS

Graduation July 2007
Nationally Certified Graphic Designer
Final Project: Corporate design creation for „Josephinchen“
Childrens' Clinic of the St Joseph Hospital Berlin Tempelhof

Lette Verein Berlin Aug 2004 – July 2007
Technical College for Design

L4 –Institute of Digital Communications, Berlin Nov 2003 – Aug 2004
Media Design Course

Completion of Abitur July 2001
Martin-Buber-Oberschule, Berlin 1994 – 2001



LANGUAGES & OTHER

German Native Language
English Fluent
Latin Basics
Driving licence Class B



LOVE

Basketball, beach volleyball, illustration, movies, tech, graphic novels, baking