

PROFILE

PERSON

Thorsten Buesser
Hafeninsel 17
63067 Offenbach am Main
GERMANY

t.buesser@gmail.com
thorstenbuesser.com
[linkedin.com/in/thorstenbuesser](https://www.linkedin.com/in/thorstenbuesser)
[behance.com/thorstenbuesser1](https://www.behance.com/thorstenbuesser1)

+49 151 681 06674

Born: June 9th 1987 in Mississauga/CA

Nationality: German/Canadian

Operating remotely from Tunis, Tunisia



INTRODUCTION

Award-winning Creative Director with over 10 years of experience in copywriting & creative concept. Highly experienced brand storytelling & campaign development professional specialized in impactful film & content writing.

Bringing a fine sensitivity to cultural trends and an intuitive understanding of evoking emotional resonance, I have gathered in-depth experience across the spectrum of B2C communication, experiences & events.

Operating fully bilingual with native proficiency in German and English, I not only bring versatility to crafting compelling narratives across diverse markets, but have also refined my skills in transcreation across languages and cultural contexts.

As a creative generalist, I continue to deepen my expertise in video editing, audio production, voiceover & instrumentation work, as well as my ongoing exploration into leveraging generative AI and large language models (LLM) and smart automation to create optimized workflows and innovative solutions.

CONVICTION

"I am a natural born creator. I live for ideas that unapologetically empower a brand's true, authentic identity to proudly shine and inspire the world. With every idea put to paper, I aim to resonate with human hearts and minds – through original ideas that electrify the senses, stir heartfelt moments of raw humanity, and celebrate the joyful chaos of unbridled creativity in all its glory."

Thorsten Buesser

HIGHLIGHTS



MARKETS

FMCG | Automotive | Retail | eCommerce | Travel |
Cosmetics | Luxury | Technology | Entertainment | Media |
Telecommunication | Finance

CLIENTS

Nestlé | Coca-Cola | American Express | Amazon Prime | Samsung | Sony | DJI
McDonald's | KFC | Ferrero | Capri Sun | Hyundai | Kia | Maserati | MAN
A. Lange & Söhne | Beam Suntory | LEGO | REWE Group | Dr. Oetker | Otto
Media Markt | Deutsche Bahn | Radeberger Gruppe | O2 Telefónica
ProSiebenSat.1 | and many more.

AWARDS

Media Markt - "HasenRasen"

Cannes Lions – Gold (2x) Silver (1x) Bronze (2x)
Eurobest – Grand Prix (1x) Gold (2x) Silver (1x)
ADC – Gold (1x) Silver (1x) Bronze (2x)

Coke Light "The Floating Bottles"

Cannes Lions – Shortlist Direct (1x)

Coca-Cola - "SnapSkate"

Cannes Lions – Bronze (1x)
Clio – Gold (2x)
ADC – Silber (1x) Bronze (4x)
The One Show – Merit Award (1x)
DDA – Silber (1x)

VCÖ - "Death Corporation"

Cannes Lions – Shortlist (1x)
LIA Awards – Silver (1x)

ZMG "Putin, Obama, Berlusconi"

The One Show – Merit Award (1x)
ADC – Shortlist (4x)
LIA – Awards Finalist (1x)

Media Markt - "Wer will der kriegt"

Junior ADC - Bronze (1x)

CURRICULUM VITAE



EXPERIENCE

JAN 24 - TODAY

Creative Director Copy & Concept

FREELANCE

"Delivering flagship campaigns, strategic pitches, and creative consultancy."

NOV 22 - JAN 24

Associate Creative Director

INNOCEAN WORLDWIDE Frankfurt, Germany

Shaping the Digital Creative Hub for European Automotive, Racing & E-Sports Projects

MAR 19 - NOV 20

Senior Concept Developer

HERREN DER SCHÖPFUNG Frankfurt, Germany

Digital, Virtual and Phygital Brand Experiences

MAY 17 - MAR 19

Senior Copywriter

FLAECHEENBRAND Wiesbaden, Germany

FMCG Brand Development Projects from Packaging to Launch Campaign

NOV 16 - APR 17

Senior Copywriter

OGILVY ONE WORLDWIDE, Frankfurt, Germany

CRM, Social & Digital Marketing Focus

DEC 15 - NOV 16

Copywriter

FREELANCE

OCT 12 - JAN 15

Intern | Junior | Copywriter

OGILVY & MATHER, Frankfurt, Germany

SKILLS

Core

- Copywriting, Concept, Film Scripting, Brand Development, Creative Direction

Leadership

- Creative Lead for mid-sized teams (5-10)
- Creative Lead for int. Film Production & Client Presentation (Seoul, Johannesburg, New York, Atlanta)
- +1M budget responsibility, 60+ campaigns delivered

Tools

- Adobe Premiere, Ableton Live, GenAI, LLM, Automation, Design Thinking, Storytelling & Strategy Frameworks

Certificates

- Google Data Analytics
 - Google UX Design
 - IBM Enterprise Design Thinking / Co-Creator
-