

# PROFILE

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Born: June 9th 1987 in Mississauga/CA  
Nationality: German/Canadian  
**Operating remotely from Tunis, Tunisia**



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.



*"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."*

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 Thorsten Buesser

# HIGHLIGHTS

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## MARKETS

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

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## 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.

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## 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)

### Super RTL - Ich tick TOGGO

German Brand Award - Gold

### Media Markt - "Wer will der kriegt"

Junior ADC - Bronze (1x)

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# 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

### FLAECHENBRAND 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