



# Turn Storytelling

by

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**Concept \* Copy \* Content**

Hi there!

You're reading the introduction of a copywriter with more than 17 years of experience in advertising. I also worked in the marketing department of SportScheck for 8 years.

Since 2018 i'm a freelancer, creating pretty decent copy and some nice imagery together with a team of passionate photographers and filmmakers. I love all kinds of outdoor sports and live in Munich.

## **Skills**

- Copywriting
- Creative Storytelling
- Concept development
- Content creation
- Translation (English – German)
- PR

## **Experience**

- Campaigns
- Blogs
- Social Media
- Videoproduction
- E-Commerce
- SEO

**Clients include:** Altra Running, Puma, 3x3, sport1, PORSCHE DESIGN, Wildschnee, LOWA