



**Vitae Brigitte Neubert**

**Born:**

Germany, Jugenheim at the Bergstrasse

**Personal status**

unmarried, 1 child, daughter (25)

**profession:**

designer with diploma, sen. art-director, associate professor

**Professional training:**

elementary school Roßdorf near Darmstadt  
 grammar school "Eleonorenschule" in Darmstadt  
 grammar school for upper stage "Berthold-Brecht-Schule" in Darmstadt  
 university-entrance diploma grade: 1,8

**Studies:**

Communication-Design with the main subject Graphic at the college of higher education  
 "Fachhochschule für Gestaltung" in Darmstadt

**Professional activities:**

practical period during studies

**Ogilvy Frankfurt**

during the 5th semester 1989

art-assistent at **Ogilvy Frankfurt**

during studies

junior art-director at **Ogilvy Frankfurt**

art-director at **Ogilvy Frankfurt**

art-director at **Leo Burnett Frankfurt**

sen. art-director at **Leo Burnett Frankfurt**

teaching at **IMK Wiesbaden, Merkur-Akademie Darmstadt**

german representation for **Elfande LTD Publisher London**

**Emphases:**

Conzeption, art-direction, corporate design, sales-promotion, shoppermarketing,  
 pharma-advertising, direct-marketing, catalogue design, cdi, teaching.

**Attainments:**

CS, Photoshop, In-Design, Quark X-Press

**Foreign languages:**

German as first language, English fluently,  
 French and Italian basic knowledge



**references direct clients**

Deutsche Bahn  
 Neckermann  
 Samsung  
 Wella  
 Tupperware  
 TNT Post  
 MEDA Pharma  
 SCHIESS

**references agencies**

Ogilvy  
 Leo Burnett  
 McCann  
 Saatchi&Saatchi  
 Wunderman  
 Publicis Vital  
 Bates  
 TBWA  
 FCB  
 Ufer&Cie  
 Simon&Goetz  
 UGW  
 GO!  
 zerotwonine

**references agencies clients**

American Express  
 Lufthansa  
 Philip Morris  
 Neckermann  
 Nestlé  
 Langnese Iglo  
 Kraft Suchard  
 Felix  
 Diageo  
 Radeberger, Bionade  
 Deutsche Post  
 Boehringer Ingelheim,  
 Pfizer, Merck,  
 Dr. Mann Pharma



**Profile:**

During my studies I worked as a student apprentice at **Ogilvy in Frankfurt**, where I later was engaged as an **art-director**. I was responsible for creative projects for clients such as Avon, Jever, Shell, Signal, Kukident, Ciba Geigy, CMA und **American Express**-Travellerchecks. At Ogilvy they gave me **responsibility for teaching** trainees and student apprentices. After 3 1/2 years I switched to **Leo Burnet in Frankfurt**, were I was upgraded as **senior art-director**.

I was responsible for the creative work for **Philip Morris brands** as L&M, Merit, F6, Light American and Karo, an eastern german brand.

I was as well **responsible** for two art-directors and two junior art-directors and a copywriter. Working for Philip Morris I gained **experiences in different fields of advertisement**, such as film, print ads, sales-promotion, direct-marketing, event-marketing, trade-marketing.

Since 1992 I am **selfemployed** and creative directly for clients as Neckermann, **DB Bahn** Boehringer, Wella, Deutsche Vermögensberatung, Hess Naturtextilien, McNeill, Samsung Tupperware and **MEDA Pharma**.

Over advertising agencies I was busy for clients as AEG, Bosch-Telekom, Prénatal, Playmobil, Mac Donald's Happy Meal Europa, **Langnese-Iglo**, REWE, Mövenpick, **Nestlé**, Bahlsen, Ültje, Barilla, Wasa, Yakult, Schwarzkopf, Wolff Bergstraße, Radeberger, Bionade, Aquarelle, Wellness Waters, Wella, Seetours, Samsung, Valensina, Pfanni, Frubiase, Lee, McNeill, Mercedes, Commerzbank, **Deutsche Post**, Hebel Haus, Siemens, Pirelli, Continental, first telecom, Deutsche Bahn, Selgros, Pampers, Ritter Sport, Smirnoff Ice, **Dr. Mann Pharma**, Pfizer, Merck, Prospan, and Dr. Oetker.

Agencies and industrial clients account me for advertising concepts, layout, visualising, corporate design, logo development, direct-marketing, labelling and packaging, and fotography direction.

Over 10 years I was **teaching advertisement**, creation, copic-Illustration and grafic-design at the Private Institute for Marketing and Communication in Wiesbaden ( **IMK** ) and the Merkur Akademie in Darmstadt.