



Vitae Brigitte Neubert

Born:

Germany, Jugenheim at the Bergstrasse

Personal status

unmarried, 1 child, daughter

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
 Radio Frankfurt

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 Ogily 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, Mc Donald's Happy Meal Europa, **Langnese-Iglo**, REWE, Mövenpick, **Nestlé**, Bahlsen, Ültje, Barilla, Wasa, Yakult, Schwarzkopf, Wolf 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.