

# FEDJA DANIEL KEHL

fedja.kehl@gmx.de // Tel.: (+49) 179 79 33 973  
<http://www.fedjakehl.com/>

## WORKING EXPERIENCE

---

07/2017  
Current

### FREELANCE CREATIVE DIRECTOR

· Agencies: DDB (Hamburg, Berlin, Düsseldorf) // C14Torce Barcelona // Optimist Praque // Grabarz & Partner Berlin // R/GA Berlin // BBDO (Düsseldorf, Hamburg) // Goodwins // media.monks Berlin // Parasol Island // ... and many more  
· Clients: VW // SEAT // Skoda // BMW // Telekom // ebay // Shopify // e.on // Quirion Bank // Hypo Vereinsbank // Das Handwerk // ...

08/2015  
06/2017

### CREATIVE DIRECTOR | BBDO (BERLIN)

· Clients: smart // Becks // Saks Off 5th

04/2015  
07/2015

### CREATIVE DIRECTOR | ANTONI (BERLIN)

· Clients: Mercedes Benz

05/2011  
03/2015

### CREATIVE DIRECTOR | SERVICEPLAN (BERLIN)

· Clients: Federal Ministry of Interior // Federal Ministry of Transport // Vaillant // German Railway // Ferrero / ARD & ZDF

05/2007  
04/2011

### ART DIRECTOR & SENIOR ART DIRECTOR | GRABARZ & PARTNER (HAMBURG)

· Clients: VW // VW Nutzfahrzeuge // IKEA // Edeka

09/2006  
04/2007

### ART DIRECTOR | SCHOLZ & FRIENDS (HAMBURG)

· Clients: New Business // Duckstein brewerie

08/2002  
08/2006

### ART ASSISTANT & ART DIRECTOR | SPRINGER & JACOBY (HAMBURG)

· Clients: Mercedes Benz // DIE WELT // stern.de // Veltins

## AWARDS

---

### INTERNATIONAL

Cannes Lions // Eurobest // Clío // LIAA // NY Festivals // Cresta Award // Epica Award // The One Show // D&AD

### NATIONAL

ADC // Die Klappe // Politikaward // Deutscher Werbefilmpreis

## EDUCATION

---

09/2000  
07/2002

### DESIGN & ART DIRECTION | AKADEMIE U5

· Design & Art Direction Creative Portfolio Program at Akademie U5 (Germany // Munich)

09/1999  
07/2000

### DESIGN & ART DIRECTION | MANCHESTER METROPOLITAN UNIVERSITY

· Design & Art Direction Creative Portfolio Program at MMU (GB // Manchester)

09/1997  
07/1999

### ART & ILLUSTRATION | FREE ART SCHOOL MUNICH

· 2 Years Portfolio preparation course at the free Art School Munich (Germany // Munich)

09/1994  
07/1997

### ECONOMY | TECHNICAL HIGH SCHOOL

· 3 Years Degree at Technical High School field Economics (Germany // Munich)

## ADDITIONAL SKILLS & EXPERIENCES

---

### SKILLS

· **Software:** Adobe CC (Photoshop // Illustrator // InDesign/ Premiere), Keynote, MS Office, Google Trends, Facebook Ads.  
· **Personal:** Strong orientation towards results; love solving problems creatively; strategic and creative thinking; team player; attention to details; ability to react quickly against changes; excellent verbal and written communication skills; ambitious; resilient and change driven.

### ADDITIONAL EXPERIENCE

· Lectured the courses "Integrated Advertisting" & "Advanced Ad Concepts" at Miami Ad School in Berlin  
· Responsalbe for the Look & Feel, Design & Layout for an online fashion magazine named "Teaser Magazin"

### LANGUAGES

· German: native | English: full professional proficiency | French: basic knowledge | Spanish: basic knowledge.