

# RESUME

## MARIE CLAUDE STEHR GRAPHIC DESIGN + PHOTOGRAPHY

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MARIE  
CLAUDE  
STEHR

## PERSONAL DETAILS

Surname/name: Stehr, Marie Claude  
Address: 155 Miller Street  
Thornbury VIC 3071  
Date of birth: 15.02.1980  
Place of birth: Herford, Germany  
Marital status: De facto relationship  
Visa status: Bridging Visa - full work rights

Over 15 years professional experience. Experience in classic advertising, dialogue marketing and photography. Handling small- & large-scale projects. Consumer and subscription advertising, technical brochures, editorial, newsletter design.

"I take the greatest care of every detail when realising creative ideas – fast, flexible – no fuss."

Strong communication skills. I value openness and teamwork and enjoy constructive feedback so that can move a project forward. I like progress and solving problems. Accurate with an eye for detail. German and English speaker.

## EDUCATION

### 02|2017 – 06|2017

Certificate IV in Marketing & Communication (APC)

### 08|1999 – 06|2001

Berufskolleg Senne (vocational college) | Bielefeld, Germany | Digital Media Designer

### 08|1990 – 06|1999

Gymnasium Lohfeld (secondary school) | Bad Salzflun, Germany | Abitur (final secondary school examinations/ university entrance qualifications)

### 08|1986 – 06|1990

Grundschule Ahornstraße (primary school) | Bad Salzflun, Germany

## EXPERIENCE

### since 08|2014: Freelance Graphic Designer + Photographer

#### SELECTION OF CLIENTS/PROJECTS:

**KIWO Australia:** Provides printing supplies & DTG printers.

Design of new marketing material, social media content, labels etc.

**DELUXE Hamburg Magazine (Art Director):** A magazine targeting the tourism industry in Hamburg featuring luxury and lifestyle brands. Published in a bilingual format both in German and English to increase its range of readership.

**Henin Kommunikation UG:** Agency specialized in PR/On- and Offline Communication in the hotel industry. Projects including maps, directions, logo, campaign for hotel opening, posters, food/drinks menu, advertising materials, newsletter design etc.

**Alder Creation GmbH:** Brochures/flyers for BASF Polyurethane

**LCI - Lodging Concepts Individual GmbH:** Consulting company with focus on the development of hotel projects. Brochure, content for website, photography.

**HydroShop fbw GmbH / Hydro Service Switzerland:** Specialized on water purifying systems. Diverse range of marketing material (for example flyers, brochures, product pictures).

**www.kahoo.de:** A website providing information for DIY projects. I am supporting this project of a good friend of mine - logo & icon design, business card, retouching images, uploading articles into WordPress website etc.

### 03|2011 – 12|2013: Junior Art Director

Alder Koenig | Konzept Text Art GbR, Hamburg, Advertising Agency

#### CLIENTS:

BASF Polyurethanes, HanseGrand, StEP Initiative, esn

#### RESPONSIBILITIES/TASKS:

- Customer magazine, advertisements, annual reports, flyers, booklets, advertisement handling, litho preparation, final artwork, photography
- Responsibility for dealing with the major client BASF including the bi-annual customer magazine Global PUR
  - Processing, adjusting and redeveloping BASF's booked ads
  - Developing brochures for BASF on specific Polyurethane subjects
  - Coordination with the client and the litho company, data preparation for production
  - Support at photoshoots & diverse photo projects for customers
  - Maintaining and updating the agency's website

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### SOFTWARE

InDesign	● ● ● ● ●
Photoshop	● ● ● ● ●
Illustrator	● ● ● ○ ○
QuarkXPress	● ● ● ○ ○
ePub	● ○ ○ ○ ○
Desktop Publishing Suite	● ○ ○ ○ ○
WordPress	● ● ● ○ ○

### LANGUAGE

German	● ● ● ● ●
English	● ● ● ● ●
French	● ○ ○ ○ ○

### INTERNSHIP

**11|2010 – 01|2011**  
Roodebloem Studios, Cape Town  
Photographer: Jan Verboom

### INTERESTS

Travel  
Fitness, Jogging, Swimming  
Wine  
Camping / Outdoors

### TRAVEL DESTINATIONS

I consider myself very lucky to have done some nice trips in the past 10 years:  
South Africa (several times Cape Town), camping in Namibia, snowboarding in France (La Toussuire) and Austria (Sölden), paragliding in Turkey (Olüdeniz), city trip to London, camping in Kenya (Masai Mara) and Tanzania (Serengeti), cruise trip Caribbean Sea, camping Australia (WA, VIC), Thailand

### 08|2007 – 10|2010: Graphic Designer

Communicators GmbH & Co. KG, Hamburg  
Advertising agency with focus on dialogue marketing

#### CLIENTS:

Axel Springer, Baumarkt Direkt, Financial Times, Gorian, Hapag Lloyd, J-MED, Otto

#### RESPONSIBILITIES:

Subscription ads, customer loyalty programs, multi-level mailings, logo design, flyers, advertisements, booklets, web design

#### TASKS:

- Main responsibility for dealing with the client Axel Springer including the magazine Auto Bild (subscription ads, postcards, competitions)
- Concept and development of supplements, flyers and subscription ads for various pitches (Funk Uhr, Sport Bild, Computer Bild)
- Editorial ads in the holiday cruise segment for Hapag Lloyd
- Photographing various gifts for subscription ads (watches, cars)

### 03|2002 – 07|2007: Digital Media Designer

Hagenhoff + Graef Werbeagentur, Osnabrück, Advertising Agency

#### CLIENTS:

Köster Bau, Revell, Stadt Osnabrück, Stadtwerke Osnabrück, Wilhelm Altendorf

#### RESPONSIBILITIES:

Logo design, flyers, advertisements, booklets, web design, customer magazine, data bank management

#### TASKS:

- Groundwork for various jobs and clients
- Customer magazine article layouts
- Layout of various advertising materials under supervision of the Creative Director
- Complete artwork for the Stadtwerke magazine "hier!"
- Management of customer image data base (construction industry)
- Data preparation for litho, co-ordination and print approval