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Marc Müller-Bremer

Creative Director, CMO, Brand Marketing Manager and
Advertising, Corporate und Editorial Design

Born: 11/19/1965

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portfolio: www.rebranding.de/portfolio

An awarded multitool

More than 35 years of experience, coupled with a keen sense for successful solutions, characterize my career. In various leadership positions, I have consistently proven my ability to successfully implement complex projects both strategically and operationally.

My expertise lies in the development and implementation of holistic concepts that sustainably advance companies. Through my diverse experience in design and project management, I possess a broad spectrum of marketing skills that I am eager to contribute to new challenges and tasks.

In my recent projects, I have achieved impressive results together with highly motivated teams. In doing so, I have not only demonstrated my professional expertise but also my ability to lead people and inspire them for the cause. Some of my awards are listed at the bottom of this letter

I am convinced that my many years of experience and my competence are a perfect fit for your company and can be used individually.





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Professional Experience

2013 - present

Position: Owner / Freelance Creative Director & Marketing Specialist

Company: rebranding (Brand & Design Agency), Munich

- Leading creative projects and managing internal and external service providers
- Delivering custom, sustainable corporate and editorial design
- Strategic and integrated marketing/brand management and coordination of design projects from concept to implementation

2019 - present

Position: Freelance Creative Director

Company: Primus Energy GmbH (Turbine Manufacturing), Oberhausen

- Developing a completely new corporate design and dedicated online presence
- Creating image brochures and managing (Art Direction) the photoshoot
- Global presence (print/online) (trade show booths/on-site meetings and lectures)
- Product branding and design

2009 - 2018

Position: Freelance Creative Director / Chief Marketing Officer (CMO)

Company: Cordial Cables GmbH (Musikindustrie), Dachau near München

- Marketing management and budget controlling (KPI) for all projects
- New, comprehensive corporate design and image-building campaigns (digital/print)
- Complete trade show booth design/creation (Amsterdam / Los Angeles / Frankfurt)
- Online & print catalog / advertising material design and production / testimonial management
- Completely new online presence with dedicated online shop – design- & projectmanagement
- Social media and press relations with trade publications (multilingual)
- Increased revenue through marketing by 280% in 10 years with the same staffing levels

2011 - 2013

Position: Creative Director (Co-Owner) & Commercial Management

Company: Kontorhaus 1, Munich

- Creative direction in the development of innovative brand and marketing campaigns
- Translating client requirements into diverse design concepts and producing them
- Ensuring that projects were delivered on time and within budget

2008 - 2011

Position: Freelance Creative Director & Project-Manager

Company: Burda Publishing in Prague & Munich

- Responsible for a design team to create Burda's first newspaper
- Ensuring the visual identity and creating marketing strategies
- Overseeing the creative process from initial concept to final delivery
- Coordinating the editorial team and freelance journalists





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Professional Experience

2007 - 2008

Position: Freelance Senior Art Director

Company: Delius Klasing, Hamburg

Project: PLOCK Golf Magazin

2006 - 2007

Position: Freelance Creative Director / Critique & Redesign

Company: Burda, Munich

Projects: Focus Magazine (Redesign) & Lead of New Magazine Developments

2003 - 2005

Position: Freelance Creative Director & Group Head

Company: Peter Schmidt Studio, Munich

Projects: Germanwings (Corporate Design) / BOSS AG / Orange (Logodesign) /
ebay (Launch of ebay Germany) / Linde AG (Corporate Design)

2000 - 2003

Position: Creative Director & Group Head

Company: Rempen & Partner, Munich

Projects: Toshiba / G+D / BSH / O2 / etc.

1998 - 2000

Position: Creative Director (Co-Owner)

Company: 24/7 communications, Cologne

1994 - 1998

Position: Creative Director (Co-Owner)

Unternehmen: aera design, Bensberg

1992 - 1994

Position: Senior Art Director

Company: Benetton und M&Co. Tibor Kalman, New York

Project: COLORS Magazin & unterstützende Werbung

1990 - 1991

Position: Art Director

Company: meiré und meiré, Köln (Königsdorf)

Projects: HUGO-Boss (Brand & Campaign), AGFA, BASF, Ansorg, FDP, etc.
meiré und meiré - house magazine: Apart/ad2g Art Direction

1989

Position: Graphic-Designer (3-month Internship)

Company: Meta Design, Berlin

1987 - 1988

Position: Graphic-Designer (2-month Internship & 2-month Graphic Designer Position)

Company: Klaus Lüders, Cologne

Projects: Deutz AG, Villeroy & Boch, KaWo, SPD, Bayer AG



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Education

2024 - 2025

Executive Leadership Development Program
DAA in Munich, Germany

2003 - 2004

Certified Marketing Specialist (IHK Certification)
International Chamber of Commerce Munich, Germany

1991 - 1992

Graphic Design & Marketing Studies / BFA* (Honorary)
Texas Christian University, Fort Worth, Texas, USA

1988 - 1989

Apprenticeship as an Advertising Specialist (IHK Certification)
School: IHK Oberstufenzentrum Handel 1, Wrangelstraße, Berlin
Agency: Löhlein & Schonert Berlin, Germany

1986-1988

Instructor for Platoon-Level Exercises in the German Armed Forces (Bundeswehr)

1976 – 1986

Abitur / General Qualification for University Entrance
Otto-Hahn-Gymnasium, Bergisch Gladbach, Germany

Skills

- Corporate Design
- Font Design
- Strategic Marketing
- Branding and Identity
- Team Leader / Group Head
- Visual Storytelling
- Multi-Communication
- Editorial Design
- Holistic & Sustainable Design
- Creative & Art Direction
- Intercultural Communication / Advertising
- Project Coordination / Management
- Brand Processing & Experiences
- Group Head / Mentoring

Software-Tools

- Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat, etc.)
- Microsoft Office (Word, Excel, PowerPoint, etc.)
- Adobe XD, Figma, WordPress, etc.
- Glyph / FontStudio (Typographie)

Sprachen

- German (native)
- English (fluent)
- Portuguese (basic)