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THIS IS NOT THE TITLE YET.



For your convenience, the following slide offers 3 distinctive title options. Simply choose the one that best suits your persona and position.

PRESENTATION TITLE
OPTION #1

FOR VPs, SVPs,
MARKETING MANAGERS
AND DIRECTORS
ON CORPORATE SIDE

**FINALLY,
A PRODUCT-FOCUSED,
PURPOSE-POWERED,
LEAD-GENERATING,
PERFORMANCE-LED,
CAN-DO-SPIRITED,
VALUE-ADDING CREATIVE
WHO SPEAKS YOUR
LANGUAGE.**

LET'S CHAT

PRESENTATION TITLE
OPTION #2

FOR CFOs
AND OTHER
BUDGET HOLDERS

**GET THE BIGGEST BANG
FOR YOUR BUCKS.
PLUS THE BIGGEST
BOOM, BAM, BUZZ, BASH,
BIFF, AND BOFF.**

BADABOOM! LET'S MEET IN ZOOM!

PRESENTATION
TITLE
OPTION #3

FOR THE
WONDERFULLY WEIRED
FOUNDERS OF BOUTIQUE
CREATIVE AGENCIES

**I'VE PUT OVER 20 YEARS
OF WORK INTO THIS DECK.
SO PLEASE, DON'T JUST SKIM IT
5 MIN BEFORE YOUR NEXT MEETING.**

**UNLESS YOU PLAN TO TAKE PICTURES
OF IT WHILE DOING SO. BUT SERIOUSLY, WHY
WOULD YOU? YOU ALREADY HAVE THIS PDF.
WHAT'S WRONG WITH YOU? SUS. WHY ARE
YOU ACTING SO WEIRD?**

**I'M NOT EVEN SURE I WANT YOU TO LOOK AT MY DECK ANYMORE.
NOW, EITHER GIVE IT THE TIME IT DESERVES, OR SEND IT BACK TO ME.**

**WOW, THIS HAS TURNED INTO THE WORST PRESENTATION TITLE
SLIDE EVER. 20 YEARS OF WORK ... RUINED BECAUSE YOU WANT TO
TAKE PICTURES. WHAAAT?!**

JUST TAKE IT TO THE COPY SHOP LIKE A NORMAL PERSON.

LET'S TALK THIS OVER IN PERSON

C-LEVEL SUMMARY: I'M A NEXT-LEVEL CREATIVE LEADER YOU CAN'T AFFORD TO MISS.

BELOW-C-LEVEL SUMMARY: READ BELOW.

I consider myself a Swiss Army knife of creativity. Believe it or not, I've come up with even duller analogies to describe myself as a creative – but none as fitting.

I owe my creative versatility to some of the most brilliant advertising legends, whom I was fortunate enough to call my mentors. Their diverse approaches to solving business problems with creativity have prepared me exceptionally well to tackle any kind of creative challenge for brands across industries.

As an advertising veteran, I'm an experienced team builder and creative leader who thrives on helping talent flourish. As a concept creator and copywriter, I enjoy cultivating brand love by crafting entertaining, authentic, and meaningful experiences, activations, and campaigns.

I'm passionate about unique ideas and bold messaging informed by customer and community insights and inspired by pop culture.

I seek a position as a creative leader – whether in-house, at an agency or even in a forest.



I OFTEN FALL IN LOVE WITH MY CLIENTS' PRODUCTS - LIKE THIS RAW WOOD FURNITURE

I HATE TO BRAG IT TO YOU

THANKS A LOT, MATTHIAS

Matthias Spaetgens, Partner & CCO Scholz & Friends:

„One of the most well-rounded creatives I know. Big ideas, small ego.“

NO, YOU'RE GREAT, MICHAŁ

Michał Blicharz, VP Product Development ESL Facelt Group (EFG):

„His work always resulted in outcomes that generated long term value on the projects we collaborated on. A great person to have on your side.“

IT'S BEEN A BLAST, SVEN

Sven Rebholz, Partner Jung von Matt Group:

„An incredibly strong concept creator, a brilliant copywriter. He works tirelessly and passionately to achieve the best result.“

A SHORT SELECTION OF CLIENTS I DIDN'T DISAPPOINT

Not even a little

Netflix, Spotify, ebay, KAYAK, Mercedes-Benz, BMW, MINI, Nikon, DHL, Sixt, Sparkasse, STIHL, Amazon Prime Video, Monster Energy, 1. FC Union Berlin, and so many more.

SOME OF MY AWARDS

I wasn't motivated by, but was happy to win

Cannes Lions, One Show, LIA, Clio, D&AD, ADC, ADC of Europe, NY Festivals, Red Dot, Epica, Eurobest, Golden Drum, GWA Effie, Deutscher PR Preis, and many more.



PROMISE I'LL BE MORE MODEST IN PERSON

WHAT I BRING TO EVERY JOB, EVERY DAY: SOFT SKILLS, HARD WORK, UNBREAKABLE SPIRIT.

ESL FACEIT GROUP, COLOGNE/BERLIN 2021–25 SENIOR CREATIVE DIRECTOR

Transformed and led the Creative Strategy Department of the world's leading video game entertainment and esports company, enabling brands to engage with global gaming communities. Assumed leadership of the Brand Creative Department in Jan '24 to drive creativity and innovation in EFG's brand marketing efforts.

MEDIA.MONKS, BERLIN 2000–21 EXECUTIVE CREATIVE DIRECTOR

Played a key role in establishing Media.Monks' first office in Germany, starting with the global BMW account. Co-led a team of 30+ creatives across Europe, developing integrated campaigns for the full BMW product range.

JUNG VON MATT/SPREE, BERLIN 2014–20 CREATIVE DIRECTOR

Oversaw creative output for international accounts including MINI, Nikon and Sparkasse. Led winning pitches for major clients such as Haribo, KAYAK, and DHL, while also spearheading campaigns for eBay, Sixt, Spotify, and others.

SCHOLZ & FRIENDS, BERLIN 2004–14 EXECUTIVE CREATIVE DIRECTOR

Began as an intern and developed a wide array of creative skills. Left as ECD, having contributed to hundreds awards and campaigns for a diverse portfolio of clients.



I CELEBRATE MY TEAMS' ACHIEVEMENTS – I TAKE RESPONSIBILITY FOR THEIR LOSSES.

WHAT I CAN DO FOR YOU. AND WHAT I WON'T.

I'M YOUR GO-TO WHEN YOU NEED THIS

Creative leadership, direction, and strategy. Development of creative platforms and core brand ideas. 360° B2C and B2B campaigns across all media. Big ideas, small ideas, smart ideas, silly ideas, emotional ideas, funny ideas, even sad ideas – essentially: ideas for human beings. Claims, themes, taglines, headlines, scripts, storylines. PR stunts, activations, and promotions. Integrating brands into the top entertainment choices of younger generations: gaming and esports. Stakeholder management. Team building, team development, and team destruction (at the ping-pong table).

DON'T EVEN THINK ABOUT IT

Playing the corporate game at the expense of others. Oversized meetings for undersized matters. Community management, SEO, performance marketing, and press release writing.



THE WORK WILL SHOW WHEN YOU LOVE WHAT YOU DO. ALSO, WHEN YOU HATE IT,

THE END. OR A NEW BEGINNING.

LIKED WHAT YOU SAW? LET ME KNOW (ONLY IF YOU DID)!

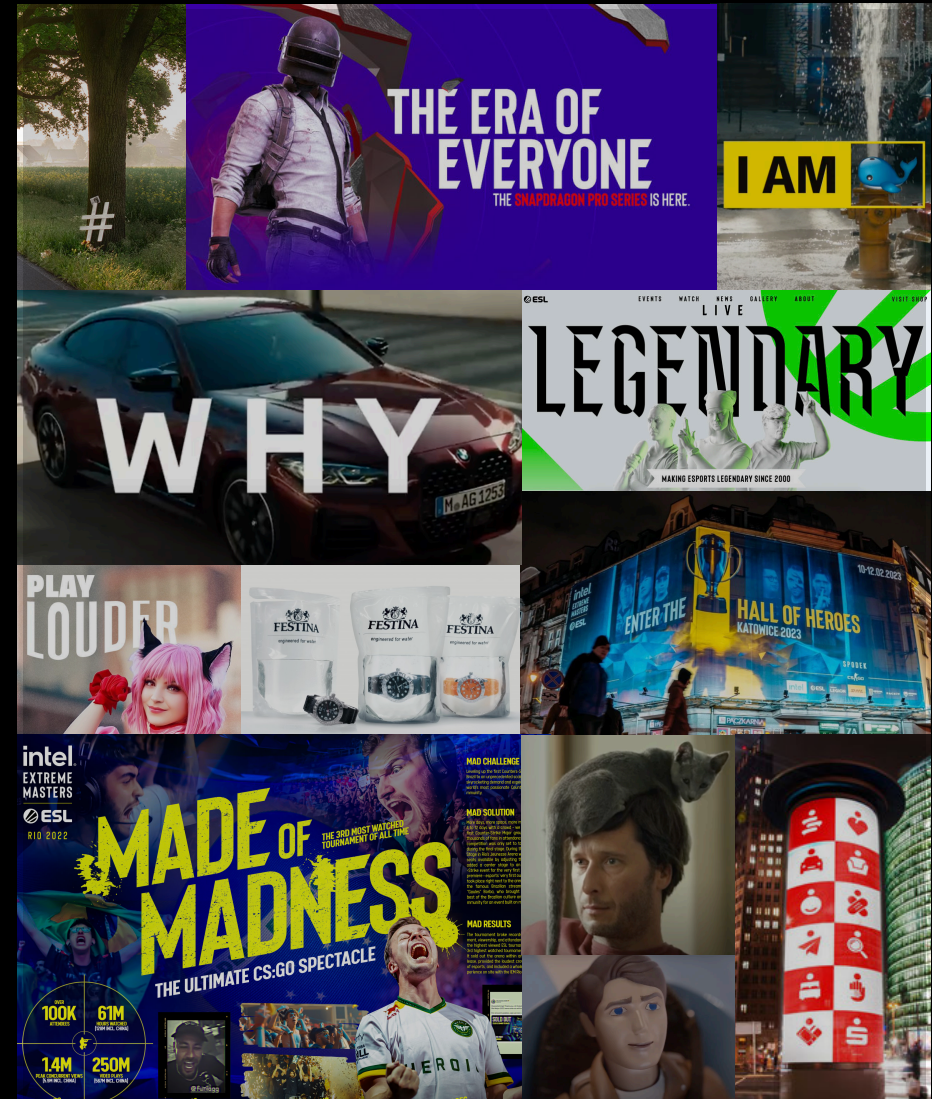
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All photos by Murat Aslan: murataslanbln.com



DISCOVER MY LATEST WORK - PLUS SOME ALL-TIME GEMS - AT [FLORIANSCHWALME.COM](https://florianschwalme.com)



PLEASE

**STOP TAKING ON
FOSSIL-FUEL CLIENTS.**

Otherwise, the kids won't be alright.