



Malte Bornhöft

Creative Director, Sr. Copywriter
& Content Specialist

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[Portfolio](#)

Inventive and performance-driven with 10+ years of leading or supporting the creative processes that position companies and clients for optimal growth. Possesses a track record of leveraging a visionary and solutions-based mindset to develop holistic concepts and strategies that contribute to business goals being fulfilled, primarily gaining a competitive advantage over competitors. Well-versed in building a consensus among teams, ensuring that all stakeholders work towards common targets.

Areas of Expertise

♦ Storytelling / Visual Storytelling	♦ Brand Strategy / Consistency	♦ People Management
♦ Strategic Planning	♦ Project Management	♦ Cross-functional Leadership
♦ Content Creation / Strategy	♦ Campaign Management	♦ Copywriting & Editing
♦ Content Marketing	♦ Tone of Voice	♦ SEO

Professional Experience

wefox Group Services (GER) GmbH, Berlin, DE
Creative Director (Global)

2021– February 2023

Essential in driving brand equity, defining the creative vision for the brand which encompasses strategies, campaigns, and messaging. Identifies target audiences as well as recognizes trends with information shaping content and collateral, with an emphasis on brand consistency. Synchronizes efforts among the creative team that transform ideas into fully realized content and campaigns, securing resources, providing solutions to overcome obstacles, and establishing a creative and collaborative culture that allows for personnel to flourish while generating progressive ideas. Monitors the impact of branding and initiatives, integrating changes to maximize engagement and interactions while elevating company recognition and preference.

- Imperative to the ongoing success of the partnership with soccer club 1, FC Union Berlin, creating and coordinating digital and offline assets that increase exposure for wefox.
- Oversaw rebranding strategies which have involved the creation of three TVCs and an out-of-home campaign targeting Swiss consumers which to date has increased brand recognition from 0 to 35%.

wefox Group Services (GER) GmbH, Berlin, DE
Head of Content (Global)

2019 – 2021

Directed the creative team, including freelance professionals, and provided oversight of all content and ensured messaging aligned with the image and voice of the brand. In conjunction with marketing, sales, and supplementary departments and stakeholders, determined holistic content strategies for company products and services that yielded the highest ROI. Communicate concepts with the creative team and managed all processes that resulted in comprehensive messaging and campaigns being ready for

roll-out. To account for the changing needs and demands of target audiences, consistently adjusted strategies which included updating tone of voice and the utilization of new outlets to increase exposure.

- Continuously improved Tone of Voice B2C and B2B.
- In conjunction with the merging of ONE, Koble, and wefox, contributed to rebranding efforts which involved all aspects from design to tone of voice, in close alignment with the CMO and Leadership team.
- Across social media platforms, built and increased the company's online presence and secured a steady rate of new followers as reach expanded.
- Merged Austria, Switzerland, and Italy with wefox.

wefox Group Services (GER) GmbH, Berlin, DE **Copywriter (Global)**

2017 – 2019

Supported advertisements and marketing campaigns having pitched and developed concepts that promoted the company. Determined outlets that were to be utilized and adjusted messaging and content for optimal impact, informing, engaging, and persuading audiences to use company services. Analysed campaigns to pinpoint strengths and weaknesses, which informed future content creation.

- Defined the Tone of Voice of wefox which was adapted to B2B and B2C audiences.

Additional Experience

Copywriter (Freelance), MBCopywriting, Berlin, DE, 2008 – 2022

- Developed messaging and collateral for leading branding agencies such as brandshake, as well as mid-sized companies including Total Cover Plus and Astra Versicherung.

Editor DACH, Secret Escapes, Berlin, DE, 2016 – 2018

Online Content Editor, Chal-Tec GmbH, Berlin, DE, 2015

Junior SEO Manager, Flaconi GmbH, Berlin, DE, 2012 – 2014

Author (Freelance), Special Media SDL GmbH, Berlin, DE, 2012 – 2014

Education

Diploma in Marketing Communication (graduated with a solid 2)

Hanseatische Akademie für Marketing und Management, Hamburg, DE, 2009

Languages

German, Native Speaker

English, High Proficiency

Spanish – Castilian, Basics

Technical Proficiencies

Microsoft Office, Google Drive, Falcon, JIRA, Wordpress, Sanity.io, Miro, and Figma