

# Vita Anny Kurpiela

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## Personal information

Birth date: 24th of July, 1978

Place of birth: Guayaquil, Ecuador

Nationality: German

Family status: unwed

## Work experience

Today: Freelance UX Director, UX Designer /  
Consultant,  
press annykey

UX Lead, Scholz & Friends Hamburg  
UX Lead for Siemens and Opel  
03/2015-07/2015

Senior UX Designer, DDB Hamburg GmbH  
UX Lead for several platforms & corporate websites,  
e.g. Volkswagen, Deutsche Telekom & IKEA AT  
07/2012-02/2015

Senior Concept Designer, Interone GmbH  
UX Lead for BMW platform  
02/2012-06/2012

Concept Designer, Interone GmbH  
UX / UX Lead for BMW platform  
08/2011-01/2012

Senior Social Media Consultant & Concept  
Hoschke & Consorten Public Relations GmbH

Strategy & concept for websites and social media  
strategiy & activities, e.g. for HanseNet, DocMorris  
08/2010-07/2011

Senior Social Media Consultant & Concept  
MSL Germany  
Consultant for social media strategies, project lead and  
customer lead  
02/2010-07/2011

Social Media Consultant & Concept  
MSL Germany

Consultant, project & customer management  
01/2009-01/2010

Marketing Communications Consultant  
MSL Germany  
Lead consultant for communication measures, e.g. for  
CEWE Color, Hamburger Sparkasse, Rémy Martin, Baltic  
Sea 2020 & Deutsche Wildtierstiftung  
10/2008-12/2008

Junior Marketing Communications Consultant

MSL Germany  
10/2008-12/2008

Junior Marketing Communications Consultant  
MSL Germany Conception & realisation of  
communication measures  
04/2008-09/2008

Freelance Marketing Communications Consultant,  
PR & Online Media  
02/2008-05/2008

Junior PR Consultant  
Laub & Partner

Concept, coordination and realisation of offline & online  
communications activities for several brands, such as  
Johnson & Johnson Vision Care, TNT Express & BMFSFJ  
10/2008-12/2008

PR Trainee Consultant  
Laub & Partner  
05/2005-03/2007

PR Internship, Laub & Partner  
12/2004-05/2005

# Vita Anny Kurpiela

02

## Education

Media Business Economist

ILS

Online Marketing

since 03/2013

Romance Studies & Art History

Bachelor degree

University of Hamburg

1999-2004

Economic Policy & French Studies,

Albrecht University of Kiel

1998-1999

Matriculation standard, HGG Kiel

1998

## Other experiences

Honory office, Basketball association BC Hamburg

Youth encouragement

02/2007-2011

Child & youth care, AWO Kiel

01/1993-01/1999

## Awards

ADC Bronze (holistic communications)

Volkswagen ‚Golf The OneThing‘

2013

Kontakter Client Award (Online Campaign)

Volkswagen ‚Golf The OneThing‘

2013

## Language skills

German: business fluent

English: business fluent

Spanish: good

French: good