

Adrian Schlöter

Creative Concept (GER/EN)



VITA

Copywriter & Creative Strategist, Freelance | April 2022 – Present

Developing marketing strategies and omni-channel campaigns for industries like automotive, pharma, and finance. Focused on utilizing advanced analytics and project management to drive growth and efficiency.

Creative Director FREIHEIT GRUPPE GmbH | January 2019 – August 2021

Responsible for developing and presenting creative strategies for new business projects. Leading and implementing innovative campaign ideas with a clear focus on hands-on creative solutions.

Copywriter Spark44 GmbH | July 2016 – December 2018

Campaign development for Jaguar Land Rover's exclusive agency. Copywriting and concept creation for retail and after-sales communication across the EU and DACH regions.

Junior Copywriter Change Communication GmbH | January 2014 – January 2016

Developed copy and scripts as part of marketing campaigns and communications strategies for various industries.

EXPERIENCE

Music and Media Production | 2000 – Present

Development of comprehensive skills in music and media production through numerous band and solo projects as a lead singer, including releases, promotion, and distribution both independently and with label support.

Bali Cultural Studies, Spirituality und Content Creation | 2021 – 2023

Refined philosophical knowledge in a diverse and vibrant cultural setting. Developed a profound understanding for global perspectives and collaborative efforts.

University of Frankfurt, Philosophy | 2010 – 2015

Deepened understanding of argumentation and complex logical systems. Enhanced critical thinking and conceptual grasp.

CONTACT

Adrian Schlöter

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ABOUT

My expertise lies in crafting compelling brand stories as well as sound logical arguments. My knowledge of generative AI allows me to further multiply my impact. My journey is marked by my performance as a singer, my philosophical insight, honed at the University of Frankfurt and enriched by my life in Bali, as well as a profound technical understanding.

SKILLS

Conceptional Thinking
Creative Storytelling
Copywriting (GER/EN)
Strategic Management
Technological Understanding
Emotional Intelligence
Team Leadership & Facilitation
Content Production

EXPERTISE

- Creative Direction
- Brand Marketing
- Campaign Development
- Prompt Engineering
- Onlinemarketing
- Social Media Management
- Event & OOH
- Print & Web Design
- Video Editing
- Radiospots
- Direct Marketing
- Script- & Songwriting
- Audio Production



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