

Frankfurt am Main, March 2026

Hello, nice to meet you virtually!

My name is Stefan Jan Brede and I'm the author of the manuscript **'That Damn German Language!'**. Below are a few facts and figures about me for your information.

Stefan Jan Brede was born in the year of the first moon landing and grew up in Frankfurt am Main, Germany, where he attended secondary school and took his A-levels („Abitur“) before studying Political Sciences and Modern History at the Goethe University in Frankfurt. During this time, Stefan had already begun working as a freelance journalist.

After two years at the Goethe-University Stefan relocated to the United Kingdom where he went on to study European Politics and Applied Linguistics at the University of Buckingham and graduate with a first-class honours Bachelor-degree.

After returning to Frankfurt, he continued working as a journalist for several years before he changed tracks and began his second career as a copywriter at an advertising agency. This was followed by promotions and moves to various other advertising agencies, including one he co-founded, until he started his own advertising consultancy in 2013.

'On the side', he also opened a specialist whisky shop during that time, and in 2017 a renowned language school in Frankfurt asked him if he would be interested in teaching some evening German classes. As working as a consultant and copywriter can be quite a solitary affair at times, he accepted the offer and discovered a passion for helping others to gain a better understanding of the German language.

In 2023, he finally began to organise and compile the various documents and papers he had produced for his students on the subject. And from this, almost organically, emerged the manuscript that now lies before you in digital form.



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Curriculum Vitae

Stefan Jan Brede, * 28.10.1969

2013 - present

Copywriter. Concept Developer. Consultant.

The Writer's Desk GbR [formerly 3CO GbR] - Frankfurt am Main

Concept development for online and traditional advertising campaigns, PR, web, headline, CTA, long copy, and content for online and traditional advertising initiatives; English copy / English-German adaptations, consulting on advertising campaigns in the D-A-CH region for local, national, and international companies.

2011-2013

Senior Copywriter & Concept Developer

red pepper - Agency for Neuroscientific Brand Anchoring GmbH - City of Bremen

Campaign and initiative conception (based on neuroscientific brand anchoring principles; strategy); Online: concepts, copy/content, SEO; print & outdoor advertising; radio spots; B2B & B2C initiatives; pitches (copy leadership); English copywriting; Co-leadership of creative team (together with Senior AD).

2010 - 2011

Creative Director, Copy & Concept

Die Adjutanten - Communication Optimizers - Frankfurt am Main

Co-founder and member of the freelance team "Die Adjutanten" (CD Copy & Concept, Art Director, Web Designer, IT Expert, Freelance Account Manager); Concept development for online communication initiatives; Creation of white papers (including for Microsoft), English/German copywriting, coordination of third-party service providers. Team leadership.

2008-2010

Senior Copywriter & Concept Developer

Pepperzak Multimedia GmbH - Hamburg

Lead Senior Copywriter for online content for all agency clients; Unit Manager (3 copywriters, including 1 junior). Concept development for corporate, campaign, and promotional websites in collaboration with Web Design & Art Direction. Projects included: BASF SeedSolutions; Tchibo ideas (creation and implementation of online editorial concept, copy, and e-magazine articles); Tchibo's Neue Welten; Eduscho School Aid Project Colombia; Vitamalz; Deli Reform product websites; SWK Bank online lending (concept development, technical implementation, copy). Participated in several pitches.

2002 - 2008

Senior Copywriter / English Copywriter

3CO - Consulting, Copy & Conception GbR - Frankfurt am Main

Campaign, trade show (including Samsung/CeBIT), and B2C concepts; PR articles; long-form copy in English and German for above-the-line advertising campaigns; outdoor advertising (e.g., BMW outdoor advertising campaign in the Rhine-Main region); Speechwriter (including from 2004-2008 for Dr. Petra Roth, Mayor of Frankfurt am Main [cultural and social events]); "Springer" (vacation substitute for senior copywriter, including at Saatchi & Saatchi; WYSIWYG, Bad Homburg [now CPM Germany]; Holger & Thomas Werbeagentur GmbH). **From 2004, concurrently with managing director role at McWhisky GmbH.**

2007 - 2007

Boatswain / Farmhand

MacIntosh Fishing & Farming Company - Nova Scotia, Canada

June to September 2007: Worked as a seasonal worker. Served as a deckhand ("lobsterman") on a lobster fishing boat (N.S. District 32) and as a farmhand on the family farm.

2004-2007

Owner & Managing Director

McWhisky GmbH - Frankfurt am Main/Treviso (Italy)

Opened in spring 2004. – Store design; administrative tasks; hiring staff; purchasing goods (wholesale, Treviso/IT), bookkeeping; marketing; and much more. – Sales: Customer service in the store; organizing in-house tasting events (e.g., at the restaurant "Holbein's," FFM Städel Museum; in-house events for executives of various banks [in executive lounges] and investment firms). 2005: Conceptualization & organization of the "Whisky Tram" (mobile whisky tasting in a historic streetcar). – Awards: Named "Top Shopping Destination" three years in a row by the magazine/guide "Frankfurt kauft ein!"; In the second year, inclusion in the exclusive list "Top 50 – Germany's Best Whisky Shops." Sale of the business to a national whisky shop chain: February 2007.

2000-2002

Creative Director / Co-Managing Director

well! Communications GmbH - Aschaffenburg, Bavaria

Nov. 2000: Founded an agency specializing in healthcare products and services with two partners (account executives, agency owners). Developed the agency concept, led the creative team (6 people), and was responsible for pitches, client presentations, and day-to-day creative operations. Inventor/developer of the regional beer-and-cola mix brand "*Brown Shuga*" (name, tagline, design, positioning, campaign). Left the company due to the birth of my first child (the distance between Frankfurt and Aachen was too great for a new mother). **From 2002 to 2004, worked as a freelance copywriter (3CO, see above) and as a new dad** (second child in 2001).

2000 - 2000

Director of Marketing

Mondia AG - Northeim/Göttingen

May 2000: Assumed the newly created position of "Director of Marketing" at Mondia E-Commerce AG (Marketing Department with 5 employees). Pitch for IPO campaign, followed by close collaboration with advertising agency (in Frankfurt) on campaign development. Simultaneously, close coordination with the shareholder relations department and management. Organization and supervision of trade show appearances and product & brand redesigns. Departure due to IPO postponement/"Bubble burst 2000."

1999 - 2000

Senior Copywriter & Concept Developer

McCann-Erickson - Advertising Agency - Frankfurt am Main

Senior Copywriter for L'Oréal's "International Print" and development/supervision of international sponsorship events for Camel Cigarettes. Main responsibility: L'Oréal TV commercial editor. In collaboration with editor: Final cut of TV and mood spots for various L'Oréal brands; superimposition for new L'Oréal TV commercials; re-editing of various L'Oréal TV commercials. Left due to an offer from a recruitment consultant: position at Mondia AG.

1998 - 1999

Copywriter & Concept Developer

Ogilvy & Mather Healthcare - Advertising Agency - Frankfurt am Main

Jan. '98 – Nov. 1999. Lead copywriter and concept developer at the agency. Development of print campaigns (B2B), POS initiatives (pharmacies), promotional campaigns, trade show & incentive concepts, radio spots, and TV spots for clients in the fields of medicine/pharmaceuticals, healthcare/medical devices, dentistry, and new product launches (target audiences: medical specialists, dentists, pharmacies, end consumers). **Awards:** "*Bronze Apple International*" from the Healthcare Advertising Agencies Group (HAAG), London, UK; "*Comprix in Gold*" (German Healthcare Award) in the TV spot category.

1997-1998

Junior Copywriter / Copywriter

Saatchi & Saatchi - Advertising Agency - Frankfurt am Main

Transition from journalism to advertising. 6 months as a junior copywriter, then copywriter. Under Copy Group Head Claudia Wilvonseder (now: Head of Marketing at IKEA) & Fritz Iversen, worked on campaigns for Schweppes ("No Schweppes Face, No Refreshment"), Audi, Blend-a-Dent, Oil of Olay (Olaz), and other P&G brands. Creator/developer of the ice cream product "*Langnese Shots*" (concept, positioning, mechanics/design, name "Shots"). Creation of numerous Hewlett-Packard radio spots & B2B print ads. Comprehensive campaign (B2C print, B2B catalogs, incentives, promotions) for the functional clothing brand "Enigmatix by Medina."

1996-1997

Managing Editor

Economy Guide - Business Magazine (nationwide) - Darmstadt

Responsible for content, layout, and final approval. Wrote articles on business travel, the stock market, company profiles, and UK business. Editorial. Managed the editorial team of 7 freelance journalists and 2 layout artists/designers.

1995-1996

Editor

Hessische Gastronomie - Trade Magazine - Maintal

Full-time editor of the hotel and gastronomy trade magazine. Main article topics: hotel presentations/reviews, restaurant reviews, interviews with hotel owners, head chefs, sommeliers, etc., and Hessian vacation regions.

1995 - 1995

Editor

Blitz-Tip - Regional Newspaper - Mörfelden-Walldorf

Full-time editor at the regional weekly newspaper, responsible for the Frankfurt-South region. Focus: Reports and features on sporting events, demonstrations, public events, and city council meetings.

1991-1992

Editor (Trainee)

German Press Agency (dpa) - Frankfurt am Main

Internship in the regional editorial department of dpa. Initially, brief news items on traffic, politics, and social issues; later, field assignments with a focus on social reporting and current events (regional and national).

1990-1991

Editor (freelance)

Frankfurter Rundschau - National daily newspaper - Frankfurt am Main

Editorial work (research, editing). Wrote articles on local events, local celebrities, current events, local council meetings, and the mayor's schedule and press conferences.

1987-1989

Editor (full-time/freelance)

Sachsenhäuser Anzeiger - Neighborhood Newspaper - Frankfurt am Main

University

December 1992 - January 1995

UNIVERSITY OF BUCKINGHAM, BUCKINGHAMSHIRE, UK

Bachelor of Arts [B.A.] in International Politics – First Class with Honors (summa cum laude)

Minor: Applied Linguistics (Extracurricular: Simultaneous translator English ↔ German)

❖ 2 Awards: *Best exam results in the faculty in the first (Dec. 1993) & second (Dec. 1994) parts of the final exams. Recognized as the faculty's "Best Overall Student" of the graduating class.*

March 1991 - November 1992

JOHANN-WOLFGANG-GOETHE UNIVERSITY, FRANKFURT AM MAIN

❖ *Master's degree program in Political Science and Modern History. Withdrew voluntarily after being accepted by the admissions committee at the University of Buckingham, UK.*

Languages

German - Native language

English - ACTFL Proficiency Level (US): Superior mid.*
TOEFL Score (UK): 116/120 (very good user)

Italian - Level: "Basic Conversation"

French - Basics

* ACTFL: *American Council on the Teaching of Foreign Languages*. A speaker at the Superior mid-level is capable of leading conversations on a wide variety of topics in both informal and formal settings, conveying complex ideas, and providing lengthy, high-level narration, with occasional minor errors in complex, high-frequency structures.