



YVONNE RENNER

born 1966 in Cologne, Germany
brought up in England
collected her international expertise
in Great Britain, Pakistan and the US
looks back on 20 years of professional
copy- and concept-writing
and looks forward to new challenges

MILESTONES

Adverjusting

new service since January 2009
tailoring English-language media
to the demands of German markets

TV concept development

Client: Filmer Entertainment
Project: cross-country cooking-rally
for kids und teens

Stage-show Writer

Client: Terbrüggen Show Production
Project: stage-shows for children

Intercultural Consulting

Client: Personality Net, Inc.,
New York City
Project: web-based personality
assessment services
ongoing consulting since 2003

concept, character development and storylining for an innovative Theatre-Soap

Idea: unique soap opera performed
on stage twice a week
integrating crossmedia (print, interactive
and LIVE!) for merchandising and
promotional purposes (external products
and service as well as the show itself and
the actors)
(non-profit project)

:machtwort text + konzept

1999 - 2009
cooperation with Petra Leushake
expansion of the copy + concept services
for a broader performance in advertising
and communication

development of a printed Fan Magazine
called „soap“
commissioned by the publisher
'Dino Verlag', Stuttgart

Founding of machtwort

1998

private company with Ute Ziegenhagen
focus on freelance copy- and concept
writing

Freelance Copy- and Concept Writer

1997 Inhouse concept writer at
Barten & Barten, Cologne, Germany
(Ad-Agency)

1996 Inhouse concept writer at
Intevi, Cologne, Germany
(Ad-Agency)

Print Editor

Client: Douglas Card Magazine, quarterly
Project: exclusive journeys
for members only
editorial ad + travel brochure
since 2003

editorials, articles and homestories

Client: Dino Verlag, Stuttgart
(Publishing House)
Project: TV-soap fanzines
(fan magazines)
Sept. 1995 – Jan. 1998

TV Editor

Production Company: Fremantle
Germany
Shows: 'The Price is right', 'Jeopardy'
and other shows
employed
Febr. 1994 – Dec. 1995

Copy and Concept Writer

Agency: Economia, Hamburg
(Ad-Agency, top 20 Germany)
junior concept writer
employed
Oct. 1993 – Febr. 1994

Screenplay Writer

Client: Atlantic Media, Hürth
(TV production company)
Project: 'Saturday Night'
translation and cultural adjustment
of English and American comedy-
sketches for German viewers
freelance
July – Oct. 1993

Advertising

Concept Writer in Pakistan

J. Walter Thompson | Asiatic, Karachi
(International Ad-Agency)
concept, storyboard and production
TV-Spots in English
employed
Febr. – July 1992

Graphic Designer in Pakistan

R. Lintas, Karachi
(International Ad-Agency)
employed
July 1991 – Dec. 1991
freelance
July – Oct. 1990

Graphic Designer in Great Britain

Ogilvy & Mather, London
(International Ad-Agency)
freelance
July – Dec. 1989

Master's Degree

1991
University for Applied Sciences, Düsseldorf
Major: Design and Visual Communication

freelance work

Ernst & Partner, Düsseldorf
(Ad-Agency)
Jan. – March 1986

Publicis, Düsseldorf
(Ad-Agency)
July – Sept. 1985

Illustrator

erwé, Cologne
May 1985 – July 1985

A-Levels

1985
sixth form | senior grade:
Art History and English, Psychology and Biology

Grammar School | Highschool

Freiherr vom Stein, Leverkusen
Sept. 1976 – Apr. 1985

Elementary School in Germany

Concordiaschule, Bergisch-Gladbach
April 1975 – July 1976

Public School in England

St. Hilda's School for Girls
Westcliff on Sea, Essex
Sept. 1974 – April 1975

Elementary School in England

Kingswood School
Basildon, Essex
Sept. 1971 – Aug. 1974