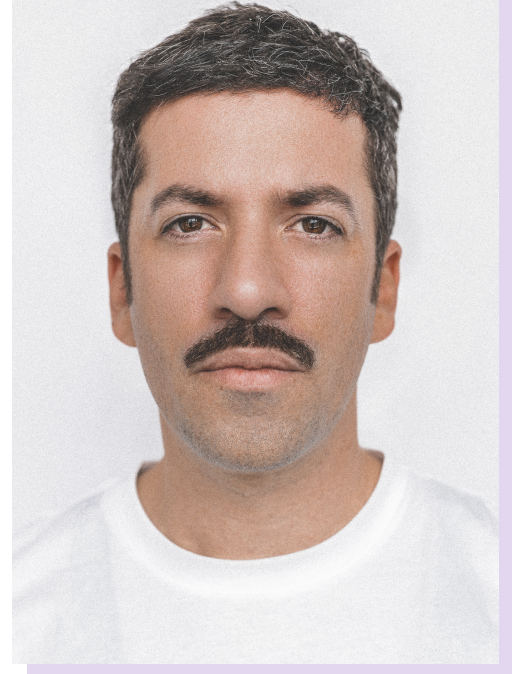


Dara Sepehri

**Creative Director & Consultant -
Brand Experiences & Communications**

Brand is not just a slide in the deck.
Brand is everything.

Nancy King
VP Global Marketing AirBnB



For over 12 years, I am developing 360° concepts, communication, and campaigns, as well as designing spaces, events, and experiences in the realms of Brand Experience, Events, Retail, and Trade Shows. Through my interdisciplinary expertise, I serve as a link between brand management, partners, employees, and agencies. Brands shape our society.

A bold, open, and curious world emerges with memorable experiences, through encounters, honesty, and sustainability.

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mail@darasepehri.de
<https://darasepehri.de>

Hon. offices

Since 2022

DDC Deutscher Design Club
Board Member

Since 2023

Deutscher Designtag
Board Member +
Council for Economics,
Digitization and Media

Education

Since 2022

Quadriga University Berlin
MBA Communication +
Leadership (Candidate)

2009 - 2011

Work experience

Since 02/2020

3STN. Strategic Design Studio
Creative Director & CEO

Clients: dm-drogeriemarkt, Ritter Sport,
BSH Haushaltsgeräte, Special Olympics
World Games Berlin 2023 u.a.

07/2018 - 02/2020

hartmannvonsiebenthal GmbH
Executive Creative Director

Clients: Telefónica O₂, Dt. Telekom, Dt.
Bahn, Samsung, Alpha Tauri, dm-
drogeriemarkt, Barry's Bootcamp,
Kaffeerösterei Baum

11/2016 - 06/2017

Deutsche Telekom
Creative Director Fashion Fusion

Responsibilities: Brand Strategy + Design,
Partnerships, Shows

Brand Experience, Brand Strategy / UX /
Retail Design / Live-Communication / Brand
Spaces / Sustainability Consulting

Retail Design / Trade Shows / Exhibition und
Interior Design.

Integrated re-branding and re-positioning of
the agency/ Re-org of all internal creative-
related processes and Sales strategy

Creative Lead for Award show Telekom
Fashion Fusion / Concept of the Lufthansa
Flying Lab X Fashion Fusion collab and
partnerships, brand alliances, agency
steering /

Humboldt-Universität zu Berlin
Master of Arts
Musicology/Theatre studies

2008 - 2011

Masterclass Raimund Tabor
Script Writing / Scenic Work,
Dramaturgy

2005 - 2009

Universität Bremen
Bachelor of Arts
Musicology + Philosophy

2003

Freie Waldorfschule Bremen
Allgemeine Hochschulreife
(A-levels)

Certificates

bbw Akademie
Projectmanagement
With
Armin Fischer CISO Deutsche Post DHL

Skills

Deutsch Native language
Englisch fluent (C1)
Spanisch A2.2
Russisch A2

Software Midjourney, ChatGPT, Adobe
CS, RunwayML, Microsoft365,
Wordpress, miro, Sibelius,
Steinberg Cubase SX, Logic Pro
Ableton Live, CeltX, Citavi.

HTML, CSS

Highly experienced in leading
interdisciplinary creative teams
to guarantee effectivity and
productive atmosphere
between architects, designers,
3D-artists, motion, writers,
strategists and pms.

11/2016 - 06/2018

Creative Director

Clients: Dt. Telekom, Novartis, BMW,
Deutsche Bank u.a.

04/2014 - 11/2016

q-bus Mediatektur GmbH
Creative Director
Concept, Strategy, Copy

Kunden: Deutsche Telekom, Fashion
Fusion, T-Systems, Samsung u.a.

2012 - 2014

Dan Pearlman GmbH
Freelance Concept & Copy

Clients: Deutsche Post, LEGO, Lufthansa,
ImmScout24 u.a.

Since 2012

**Director and Writer for TV, Film
und Theatre**

Clients: Odeon Entertainment, Big Fish,
HAIX, Reiner Calmund, Kabel 1,
KarmaChakhs, Paulsbæg u.a.

2010 - 2011

Berliner Ensemble
Sound-Tech and Stage Tech

2009 - 2011

Theater Bremen
Assistant Director

Selection:

Trade Stand Dt. Telekom at Hannover Messe
2017 + 18 / „WWF by Novartis“ Sales Event,
Paris 2017 / Product & Brand Experience
BMW, Lissabon 2018 (Pitch) / 150 years
Deutsche Bank Jubilee Event 2019 (Pitch)

Strategy / Key Visuals / Mottos / Multimedia
Space Installations / Fashion Shows /
Exhibits / Talks / Films / Communication
Concepts / innovative brand experiences /
new work environments

Image and concept films / Strategy +
Concept for spatial experiences / Copy /
Destination Development

TV - Show Concepts / Image films/
independent script writing and site-specific
performance installations

Awards

Dara is a regular Jury-Member of Design Awards and also won
several awards himself.

Since 2012

20+ awards

RedDot, Iconic + German Design Award 2020 für CI hartmannvonsiebensenthal, Euroshop
Hon. Mention 2020 + BrandEx 2021 für hartmannvonsiebensenthal,
German Design Award + Iconic Award für Telekom Hannover Messe 2017, Annual
Multimedia Silber 2017 für Telekom Smart Fashion Show, German Brand Award, Iconic, IF
und DDC Gute Gestaltung für Telekom Markenauftritt CeBIT 2015, German Brand IFA
2015, IF Communication Design, German Design Award und Annual Multimedia für
„Connected Industry“ (Exponat) u.a.