

# Curriculum Vitae – Hüseyin Akbaba

Flappachstraße 10 · 88212 Ravensburg  
(Willing to relocate within Germany)  
Tel.: +49 163 8309227 · E-Mail: [ha@huseyinakbaba.com](mailto:ha@huseyinakbaba.com)  
Web: [www.huseyinakbaba.com](http://www.huseyinakbaba.com)

## Profile

### Copywriter • Brand Storyteller • Author

Multilingual copywriter, brand developer, and author with over 15 years of experience in the conception, development, and international marketing of brands. Author of seven published books. Specialized in brand storytelling, campaign copy, and cross-media content that not only informs, but inspires, builds trust, and drives action.

Developer of international brands such as Der Kleine Prinz, PHENOLIO, Kidsolio, and Bestolio, with proven B2B success and strong presence at international trade fairs.

Focus: Emotional Storytelling & Consumer Psychology in food and lifestyle marketing.

## Professional Experience

### Brand Creation & Copywriting Projects

(2005 – present, freelance & project-based)

### Brand Development & Storytelling

- Complete development of international brands from naming to market launch (*Der Kleine Prinz, PHENOLIO, Kidsolio, Bestolio*)
- In-depth understanding of consumer needs in the food sector – from functional benefits to emotional purchase motives
- Successful placement in Russian retail chains (*Metro Cash & Carry, Globus, Auchan, X5 Retail Group*)
- Target-group-specific content: creating communication that feels like the *inner voice* of the audience, based on deep understanding of their world, habits, and emotional needs
- **Der Kleine Prinz:** full concept development for a food brand – brand name, design, sales strategy, and overall concept
- **Kidsolio:** world's first olive oil brand for children – full brand conception from naming to strategy, leading to +1,400% B2B sales growth across the portfolio
- 250+ blog articles: consistent brand voice building and measurable reach

### International Trade Fairs

- Development and complete adaptation of brand concepts for international trade shows
- Exhibition stands consistently among the most visited, with client return rates above 70%
- Success driven by both design and precise visitor analysis with tailored, trust-building communication

## Additional Projects

- Concept development of claims, campaigns, and content strategies for food, lifestyle, and cultural projects
- CRM communication (newsletters, loyalty programs, lifecycle campaigns)
- Social media copywriting for diverse platforms and audiences

## Argenhof Animal Sanctuary

(March 2025 – present)

- Animal care and farm work during the development of the novel “*Die Wesensgleichen oder: Die gefangenen Pferde*”
- Storytelling & fundraising: development of emotional narratives to foster empathy, trust, and donations
- Strengthening teamwork, resilience, and productivity under demanding conditions

## International Projects

(1990s – 2020s)

- Ghostwriting for political and business leaders (speeches, articles, interviews)
- Extensive experience in international trade, B2B sales, and intercultural negotiations
- Technical translations (DE, EN, RU, TR) for companies and institutions
- Cross-media storytelling: 250+ articles, social media campaigns, and content strategies in four languages

## Education

- **Studies in Russian Language & Literature**, Turkey  
Strong academic foundation.
- Continuous professional development in branding, marketing, digital media, and creative writing.

## Publications

**7 published books** (novels, literary essays, children’s literature):

- *Once Upon a Time in Moscow: The Red-Haired Maiden*
- *The Lost Children Cannot Draw Their Mothers Happy*
- *Pegasus Speaks – The Last Call of Freedom*
- *The Legend of Eros and Psyche: A Love Beyond Myth*
- ...

Themes: psychological depth, cultural reflections, modern storytelling

Languages: German, English, Turkish

## Awards & Recognition

- 8 consecutive years: *Quality & Design Awards* from the Russian Ministry of Agriculture (for *Milasolio*)
- Positive media resonance and recognition for *Der Kleine Prinz*, *Kidsolio*, and *PHENOLIO*
- High retailer recognition and successful brand launches

## **Skills**

### **Professional Skills**

- Brand creation & development
- Cross-media storytelling (print, social media, video, animation)
- Campaign strategy & content marketing
- Claim & slogan development
- International brand communication
- CRM & e-mail marketing
- Project management (Asana, Trello, Notion)
- Use of AI-driven tools (ChatGPT, Midjourney)

### **Personal Skills**

- Creative & strategic thinking
- Analytical audience & visitor insights
- Interdisciplinary teamwork
- Multicultural communication
- Empathetic storytelling
- Creative leadership & project coordination
- High productivity under time pressure

## **Languages**

- German – C2 written, B1 spoken (in progress)
- English – C2
- Russian – C2
- Turkish – Native

## **Interests & Inspiration**

Classical and modern world literature, philosophy and psychology • Aesthetics and visual arts • Nature photography and visual storytelling • Music and cultural expressions • History, technology, and future topics (cosmology, futurism)

## **Available for**

Creative Copywriting • Brand Storytelling • Strategic Content • International Projects • Innovative Campaigns