

Curriculum Vitae

Name: Clemens August Frede
 Date of Birth: July 20th, 1976
 Place of Birth: Bonn, Germany
 Nationality: German

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Professional Experience

- 07/2011 – present

Marketing:
Freelance Marketing Manager & Consultant
 for different Brands and agencies in

 - Brand Development & Strategy
 - Brand Identity
 - Online Marketing
- 09/2006 – 05/2011

Corporate & Brand Identity:
adidas AG, Herzogenaurach, Germany
 Senior Identity & Packaging Manager,
 Corporate Design & Events

 - lead and develop project management team for identity and packaging, oversee project management and processes
 - develop and implement global adidas identity and packaging strategy and processes
 - manage corporate and brand identity design agencies and freelance resources
 - manage identity development process for new brands and key projects
- 01/2004 – 08/2006
 06/2002 – 12/2003

New Media / Digital:
adidas AG, Herzogenaurach, Germany
 Global Internet Project Manager
 Assistant Global Internet Project Manager

 - define strategy and manage production of global marketing websites
 - research and implement innovative online marketing tools
 - manage production of global web and digital media assets
- 08/2001 – 09/2001
 07/2000 – 08/2000
 05/2000 – 06/2000
 03/2000 – 04/2000
 11/1997 – 01/2000

Advertising:
Grey Worldwide, Vienna, Austria
Scholz & Friends, Hamburg, Germany
Barci & Partner / Young & Rubicam, Vienna, Austria
Scholz & Friends, Vienna, Austria
Demner, Merlicek & Bergmann, Vienna, Austria
 (freelance in account management)

 - support account teams in managing above- and below-the-line advertising campaigns for different clients (financial, FMCG, fashion, tourism)
 - manage creative reviews, client approvals, estimates and media plans
 - support of internal agency departments such as broadcast, art buying and production

Other Experience & Education:

10/2000 – 06/2001	Graphic-/Web-Design: University of Washington Department of Recreational Sports Graphic-/Web-Design (part-time) - design and production of print and online marketing material
02/2000 – 02/2000 07/1999 – 08/1999 07/1997 – 09/1997 09/1995 – 01/1996	Internships: Scholz & Friends, Vienna, Austria P&P Link Saatchi & Saatchi, Port Louis, Mauritius Grabarz & Partner Advertising, Hamburg, Germany Damir Begovic, Photographer, Hamburg, Germany
03/1996 – 09/1996 10/1996 – 02/2002 09/2000 – 06/2001	Education: University of Essen University of Vienna Magister (Media and Communication Sciences) University of Washington, Seattle, USA

Professional Development:

06/2007 Potsdam	Seminars: ZfU - Prof. Dr. Peter Warschawski: Surpassing Limits How to Communicate Successfully How to Present Effectively Efficient Time Management Managing Cultural Differences Conflict Management in International Work Environments Managing People and Objectives
	Conference Presentations: Markenalarm? - zwischen Handelsmarken und Verbraucher: Perspektiven für Marken von morgen Topic: adidas: packaging design for a global brand

Skills:

Computer Skills (Windows/Mac OS): MS Office, Apple Works, SAP, EasyJob, eRoom HTML, JavaScript, CSS InDesign CS, Photoshop 6.0
Languages: German (native tongue) English (fluent) French (basic) Latin
Interests and Hobbies: Yoga (Certified YA200 and Anusara-Inspired Yoga Instructor), Design, Cello, Food, Travel, Wakeboarding, Skiing