

## CURRICULUM VITAE

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

Project consultant and marketing manager with  
a wide experience in industries and marketing channels.



## PROFESSIONAL EXPERIENCE

### Marketing:

07/2011 – present

#### **Marketing Manager & Project Consultant** (freelance)

References (selection):

**thjnk, loved, Interone, Scholz & Friends, Grabarz & Partner, IKEA, Deepblue Networks, Havas Worldwide, Track, Oliver Agency / U-Studio.**

Projects: Campaign management, websites, international re-launches, social media campaigns, film/content production, mailings, branding, ...

### Corporate & Brand Identity:

09/2006 – 05/2011

**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 as well as packaging strategy and processes
- manage corporate and brand identity design agencies and freelance resources
- manage identity development process for new brands and key projects

### Online / Digital:

01/2004 – 08/2006

06/2002 – 12/2003

**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

### Advertising:

08/2001 – 09/2001

07/2000 – 08/2000

05/2000 – 06/2000

03/2000 – 04/2000

11/1997 – 01/2000

#### **Project Manager** (freelance)

**Grey Worldwide**, Vienna, Austria

**Scholz & Friends**, Hamburg, Germany

**Barci & Partner / Young & Rubicam**, Vienna, Austria

**Scholz & Friends**, Vienna, Austria

**Demner, Merlicek & Bergmann**, Vienna, Austria

- 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:

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

## Education:

03/2014 – 01/2016

National University, USA

**Master of Arts in Performance Psychology** (with Distinction)

03/1996 – 09/1996

University of Essen, Germany

10/1996 – 02/2002

University of Vienna, Austria

**Magister in Media and Communication Sciences**

09/2000 – 06/2001

University of Washington, Seattle, USA

## Training & Certifications:

02/2015 – 07/2015

### Rational-Emotive-Behavior-Therapy (REBT)

Primary and Advanced Practicum  
Albert Ellis Institute, New York, USA

09/2015

02/2011

09/2009

### Yoga Alliance (E-RYT 200 & RYT 500)

YA RYT 300h Certification Embodied Flow School of Yoga  
YA RYT 200h Certification Anusara Yoga  
YA RYT 200h Certification Airyoga, Munich

### 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

## Public Speaking / Conferences:

06/2007 Potsdam

Markenalarm? - Perspektiven für Marken von morgen  
adidas: packaging design for a global brand

09/2012 Stuttgart

SPA Business Conference  
Marketing Yoga & Wellness

09/2013 Hamburg

Yogafair Hamburg  
Mindfulness in business practices

07/2016 Hamburg

Wundernova  
Mentale Fitness für Startups

11/2016 Hamburg

Gründerakademie Hamburg  
Starke Nerven für Startups

## Skills:

### Computer Skills (Windows/Mac OS):

MS Office, SAP, MS Project/Merlin, EasyJob, eRoom, BrandOcean  
HTML, CSS, Wordpress, Creative Suite 5.5

### Languages:

German (native tongue), English (fluent), French (basic), Latin

### Interests and Hobbies:

Yoga, Chocolate, Swimming, Food, Travel, Skiing