

CLEMENS FREDE

CURRICULUM VITAE

Name: Clemens August Frede

Location: Bonn, Germany
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Nationality: German

Consultant with 24 years of diverse marketing and management experience in both agencies and global companies. With extensive background in marketing I facilitate on brand and results-driven performance. My strengths are in steering holistic marketing communications, while facilitating transformation and creating efficient work processes under consideration of the team culture. In my work I am conscientious and solutions-oriented.

Key accomplishments:

- AOK Refresh: Successfully steering client onboarding and establishing new processes in order to migrate 4000 website-pages of general and regional content into 400 content pages under consideration of a new CMS and various stakeholder approvals on time and on budget.
- Introducing agile work processes and tools for newly launched department at Cosnova and Unilever with high acceptance and collaboration of all stakeholders.
- Successfully developing concepts and steering marketing campaigns from strategy and production to launch.

Core competencies:

- Analytics & planning: Developing solid strategies and conducting projects with effective communication to stakeholders across all hierarchies, delivering on time and budget.
- Teamwork: Facilitating solutions-oriented work by keeping stakeholders focused and motivated. I've been known for my calm manner in bringing stakeholders on board and moving projects forward.

WORK EXPERIENCE:

Marketing Management:

01/2018 – present

Freelance Consultant
References (selection):
Cosnova, Bauer Media, Unilever U-Studio,
- Review, optimize and establish processes
- Build and develop client relationships
- Introducing and establishing processes and tools across multiple stakeholders and parties
- Managing cultural change with clients, suppliers and departments
- Selection, onboarding and management of agencies and suppliers

Marketing & Communications:

07/2011 – present

Freelance Marketing Manager
References (selection):
Bauer Media, Cosnova, IKEA, Gaia, thjnk, loved, Track, Pilot, Scholz & Friends, Grabarz & Partner, YeS-Ideas, Deepblue Networks, Interone and others.
- On time and budget delivery of campaign strategy and assets
- Managing creative teams as well as client relationships
Projects: Marketing campaigns, websites (launches & re-launches), content production, social media campaigns, mailings, branding and identity, ...

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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
 - 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 Marketing:

- 01/2004 – 08/2006 **adidas AG, Herzogenaurach, Germany**
Global Internet Project Manager, Global eMarketing
06/2002 – 12/2003 **Assistant Global Internet Project Manager**, Global eMarketing
- 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:

- 11/1997 – 09/2001 **Freelance**
Project Manager
Grey Worldwide, Vienna; Scholz & Friends, Hamburg and Vienna; Barci & Partner / Young & Rubicam, Vienna; Demner, Merlicek & Bergmann, Vienna

Other Experience:

- 10/2000 – 06/2001 **Graphic-/Web-Design**
University of Washington Department of Recreational Sports
Internships:
09/1995 – 02/2000 Scholz & Friends, Vienna, Austria, P&P Link Saatchi & Saatchi, Port Louis, Mauritius, Grabarz & Partner Advertising, Hamburg, Germany, Damir Begovic, Photographer, Hamburg, Germany

EDUCATION AND TRAINING

Education:

- 03/2014 – 01/2016 National University, USA
Master in Performance Psychology (MA with Distinction)
10/1996 – 02/2002 University of Vienna, Austria
Magister in Media and Communication Sciences
09/2000 – 06/2001 University of Washington, Seattle, USA
03/1996 – 09/1996 University of Essen, Germany

Training & Certifications:

- 02/2015 – 07/2015 **Rational-Emotive-Behavior-Therapy (REBT)**
Primary and Advanced Practicum
Albert Ellis Institute, New York, USA
2009-2015 **Yoga (YA: E-RYT 200 & RYT 500, Deutscher Standard Prävention)**

SKILLS

- Computer Skills: MS Office, Confluence, Jira, Monday, Asana, SAP, ...
(Windows/Mac OS) HTML, CSS, Wordpress, Creative Suite 5.5
- Languages: German (native tongue), English (fluent), French (basic), Latin
- Interests and Hobbies: Chocolate, Swimming, Crossfit, Yoga, Food, Travel

References available on request.