

STYLE

ACTIVE LISTENER

VISIONARY

EXPERIENCED

COMMUNICATIVE

PASSIONED

SKILLED

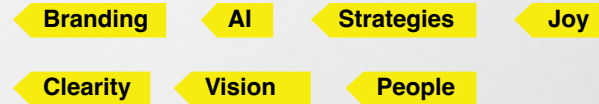


Oliver Blaum

“I help companies reach their business goals with ideas and AI-driven digital strategies, guiding execution to measurable impact.“

www.linkedin.com/in/oblaum

Skills



References

Tech

IBM, Vodafone, Axians (VINCI Energies), Bihler, SFT

Health

Merck, Homviora, Steigerwald

Food

Bonduelle, McCain, Celebrations (Mars)

Finance

Deutsche Bank, Nordea, DaimlerChrysler Bank

Media

ARD, ZDF, WDR Media Group, Sat.1, Bertelsmann

Startups

mysporty, hotelsnapper, opensmjle, pro in space

Experience

Brand & Communications Specialist

Otto Bihler Maschinenfabrik GmbH & Co. KG

Apr 2019 - Present | 7 yrs

Halblech | On-site

Driving global brand strategy and communications for the world market leader in automated stamping and bending solutions. Managing brand presence across locations in Germany, New Jersey, and Kunshan. Customers include Bosch, Siemens, Husqvarna, Schaeffler Group, and others.

Creative Strategist AI

oblaum

Jul 2012 - Present | 13 yrs 9 mos

Füssen | On-site

Developing smart creative strategies. Experience and AI driven. Selected clients: Axians Amanox (VINCI Energies), Homviora Health, SFT, Kathrein and others.

Co-Founder/Creative Director

opensmjle.

Jan 2013 - Apr 2015 | 2 yrs 4 mos

Cologne/Füssen | Remote

Smart answers to hospitality questions. opensmjle combines digital marketing, web design, and hotel technology into holistic solutions that deliver more bookings, reach, and guest satisfaction — measurable, sustainable, and authentic.

Co-Founder/Creative Director

pro in space GmbH

Jan 2000 - Jun 2012 | 12 yrs 6 mos

Cologne | On-site

Digital Creative Agency with a wide Media Range from Online, Social Media, Print to Television. Starting from Strategy, Production to Marketing and Care. Leading 20+ Employees. Working directly for 15 European Countries. Accounts (Except) for McCain Europe, Bonduelle, Deutsche Bahn, ARD, ZDF, T-Online, Vodafone and Sony Music.

Lecturer Media Design

University of Applied Sciences Fresenius

Jul 2007 - Oct 2010 | 3 yrs 4 mos

Cologne | On-site

Holding Lectures, Giving Workshops and Supervising Graduate Work in the Field of Media Design for Marketeers.

Art Director

Qwer Design

Nov 1998 - Dec 1999 | 1 yr 2 mos

Cologne | On-site

Working on the World Expo 2000 online presence on the UX side in partnership with the Siemens Development Team.

Art Director

Kabel New Media

Jan 1997 - Aug 1997 | 8 mos

Hamburg | On-site

Working on the online account of Germany's biggest food business magazine (LZ) and Philip Morris. Kabel New Media was bought by BBDO Interone in 2000 and was one of the first online agencies in Germany.

Art Director

Ogilvy & Mather Dataconsult

Sep 1995 - Dec 1996 | 1 yr 4 mos

Frankfurt | Remote

I helped to push the IBM online account. Ogilvy & Mather Dataconsult was the precursor to Ogilvy Interactive).

Designer

GREY Germany

Sep 1995 - Nov 1996 | 1 yr 3 mos

Düsseldorf | Remote

Helping the new Grey Interactive Department to launch the first Online Presence of E-Plus Mobile Phone Operator.

Training Mediadesign

Gerasch Communication GmbH & Co. KG

May 1992 - Sep 1994 | 2 yrs 5 mos

Darmstadt | On-site

I was trained to create Elaborated Print Designs and actively worked on the Pirelli, Wella and Merck accounts.

Education

Diploma, Media Design

Kunsthochschule für Medien Köln | 4 yrs 0 mos

1994 – 1998

Senior Highschool Degree, Electrical Engineering

Gewerblich-Technische Schule Offenbach am Main | 3 yrs 0 mos

1988 – 1991

Instructor-Qualification

IHK Köln | 4 mos

Issued Aug 2002

Volunteering

Public Relations

Skate Bike Park Füssen

Mar 2018 - Present | 8 yrs 1 mo

Social Services

The 4,400 m2 skatepark features three pump tracks and, at 130 metres, is the longest facility of its kind.

Co-Founder

Kulturinitiative Füssen e.V.

Sep 2021 - Present | 4 yrs 7 mos

Arts and Culture

The Kulturinitiative Füssen e.V. is a young, non-profit association dedicated to making art and culture openly accessible.

Co-Founder

Kunsthallen am Lech e.V.

Jan 2013 - May 2014 | 1 yr 5 mos

Arts and Culture

Kunsthallen am Lech e.V. was an association devoted to supporting culture, with a focus on art exhibitions, workshops, concerts, and open stage events. Several bands were formed there.

About

Born 1970 | Frankfurt/Main
Lived in Cologne for 20+ yrs
Since 14+ yrs near MUC
One son 16 yrs

Contact

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Germany

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Languages

English

Full professional proficiency

German

Native proficiency

French

Professional working proficiency

Spanish

Elementary proficiency