



Oliver Blaum

“I help companies reach their goals with ideas, brand strategy and campaigns – AI assisted, and guided through to measurable impact.”

Skills

Brand Strategy

Creative Direction

Campaign Management

Agency Management

Storytelling

AI Marketing

References

Tech

Telekom, Vodafone, IBM, Axians (VINCI Energies), Wagner, Bihler

Health

Merck, Steigerwald, Homviora

Food

Bonduelle, McCain, Celebrations (Mars)

Finance

Deutsche Bank, Sparkasse, Nordea, DaimlerChrysler Bank

Media

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

Hospitality

EXPO 2000, Claudius Therme, KönigsCard, Kempten Tourism



[linkedin.com/in/oblaum](https://www.linkedin.com/in/oblaum)

Work Experience

Creative Strategist

oblaum

07/2012 - Present | 14 yrs 3 mos
Füssen | On-site

Ideas, strategies and campaigns that reach their goal. Experience-led, AI-assisted. Accounts (excerpt): Kathrein, Wagner, Sparkasse, Homviola Health, Claudius Therme, Kempten Tourism, Amanox (VINCI Energies).

Brand & Communications Specialist

Bihler

04/2019 - Present | 7 yrs 6 mos
Halblech | On-site | Part-Time

Driving global brand strategy and communications for the world market leader in automated stamping and bending solutions — across locations in Germany, New Jersey, and Kunshan. Introducing AI-supported workflows into campaign development, copy, and visual production.

Creative Director / Co-Founder

pro in space

01/2000 - 06/2012 | 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 13 European Countries.
Accounts (excerpt): McCain Europe, Bonduelle, Deutsche Bahn, ARD, ZDF, Telekom, Vodafone and Sony Music.

Lecturer Media Design

University of Applied Sciences Fresenius

07/2007 - 10/2010 | 3 yrs 4 mos
Cologne | On-site

Lectures and Workshops in Media Design for Students of Marketing and Communication. Covering Visual Language, Typography, Layout, Corporate Design and Digital Media — from Concept to Finished Work. Supervising and Assessing Diploma and Final Theses, guiding Students from Research and Concept to a defensible Design Solution.

Art Director

Qwer Design

11/1998 - 12/1999 | 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

01/1997 - 08/1997 | 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

09/1995 - 12/1996 | 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

09/1995 - 11/1996 | 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

05/1992 - 09/1994 | 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

Diplom in Media Design (MA equivalent)

Academy of Media Arts, Cologne | 4 yrs 0 mos
1994 - 1998

Abitur (A-Level equivalent)

Gewerblich-Technische Schule Offenbach am Main | 3 yrs 0 mos
1988 - 1991

Instructor-Qualification

IHK Köln | 4 mos

Issued 08/2002

Volunteer Experience

Public Relations

Skate Bike Park Füssen

03/2018 - Present | 8 yrs 7 mos
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 (KI) e.V.

09/2021 - Present | 5 yrs 1 mo
Arts and Culture

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

About

Born 1970 | Frankfurt/Main
Cologne for 15+ yrs
Bavarian Alps since 2012
One son, 16

Contact

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Schedule an Intro Call
(Teams/Phone):
oblaum.com/quickcall

Languages

English

Full professional proficiency

German

Native proficiency

French

Professional working proficiency

AI Scan

