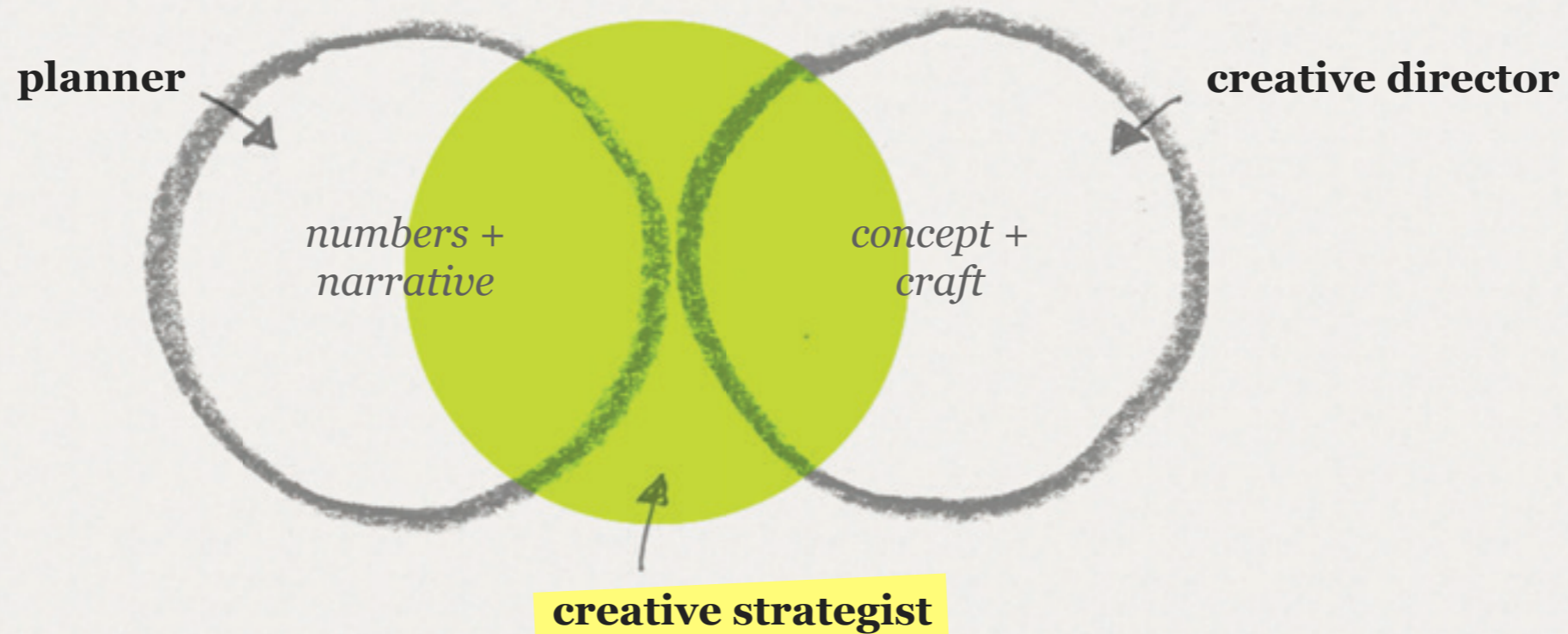


RESUMÉ

oliver blaum,
creative strategist

PRELUDE



for over 12 years, i've been working as a creative director, although this does not fully describe what i do.

especially as this fails to include a digital core component - strategic thinking – which is now finally being recognised under the description of creative strategist and is becoming increasingly more widespread.

“if everybody
zigs, zag!”

(john hegarty)



oliver blaum,

*born 1970 in
frankfurt/main*

*just now moved from
cologne to allgau*

*happily married &
one lovely boy (4 yrs)*

WARMUP



hello,

as a small appetiser from my work as a creative director and strategist - i would like to showcase 3 out of literally over a hundred cases.

enjoy!

A handwritten signature in purple ink, appearing to read 'A. Baum'. The signature is written in a cursive, flowing style.



It's all good.

Foodservice

Corporate

Français

Recherche

Page d'accueil

Produits

Recettes

It's all good

Action

Contact

Frites coupe Belge

Le même goût qu'à la friterie mais chez vous !



Découvrez ce produit

J'aime

Envoyer

139 personnes aiment ça. Soyez le premier de vos amis.



NOUVEAU

+ d'infos



McCain te dévoile tout à propos de ses frites

Découvrez nos vidéos



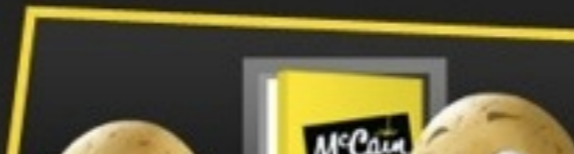
Encore plus snackvoureux !

Original Bun's

+ d'infos



Recette du mois



Devenez membre du Club McCain !

Inscrivez-vous pour recevoir par mail les offres promotionnelles

CASE #1



mccain europe

digital lead for 15 countries from france to russia.
development europe-wide digital strategy, alongside
fullservice production & support.

objective: loyalty levers for coretarget (digital moms).

strategy: crm actions, csr content (in support of the
customer's core business) and social media for
potatolovers (proximity to customers, broadening and
involvement of customer base).

network partner: tv spots and print ads by tbwa/paris;
dataware housing by stratics, belgium

tags: crm, social media, actions, coops


e.g. www.mccain.fr, www.mccain.de



*i've racked up a wealth of
experience working in different
countries, partners and clients.*

mysporty.com

mysporty.player by musicload



Artist: Madonna
Track: Give it 2 me

▶

LEAGUE LIVE by bwin

(0:0)

0:0

mehr

mysporty.trainer by MacFit

Today: 20 min running done

Tomorrow: 30 min stretching pending

statistics

CUSTOMIZE MY WIDGETS

SPEEDMINTON

proudly presented by



BIONADE

SALE

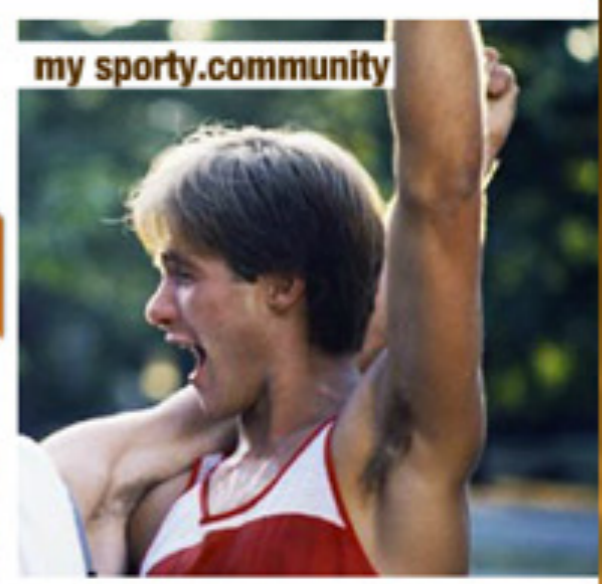


FIT FOR FALL



SUMMER SPECIAL

my sporty.community



Gewinnen Sie einen VIP-Trip nach Madrid!

Jetzt registrieren und gewinnen!



SERGIO RAMOS

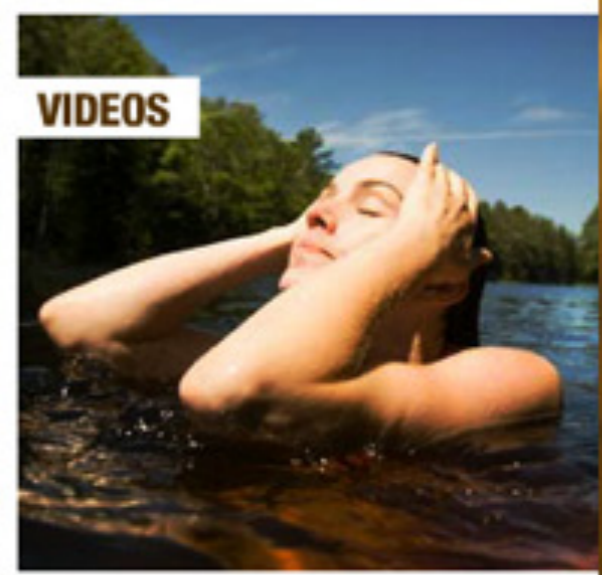


bwin


sporty of the week: Lizzy



VIDEOS



news



The New York Charity Run is going to take place on Nov 27th 2008 for anybody, who ...

DISTANCE PROFILE MORE

jogging events




10/14/08 New York: NYRR Harry ...
11/01/08 Houston: Continental A...
11/02/08 New York: Street Run


MORE

mysporty.shout


SEND



I want to run a marathon. Who could coach me? New York.



I'm new in town and looking for a gym. Can anybody help me?



Hi, I'm looking for new friends in L.A. to play volleyball with.

MORE

CASE #2



mysporty

international sports community for a start-up.

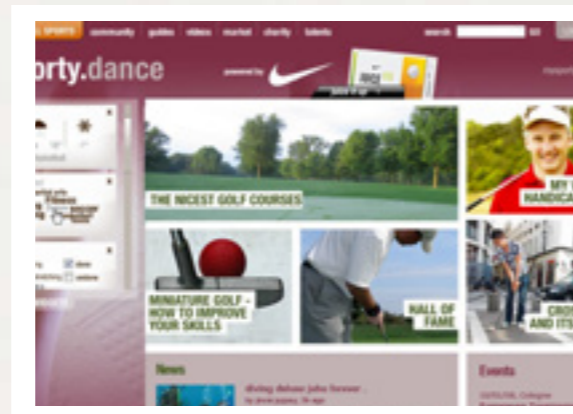
objective: concept development for pitching to an investor. (successfully sold)

sales strategy: creating a sales dummy and closed beta version.

concept strategy: focus on user-generated content as sporty people want to express themselves; developing of outstanding easy-to-use content tools.

tags: community, mobile, 3d characters, content strategy

www.mysporty.com



Das beste Umfeld für Ihre Werbung.



[//HOME](#) //WERBEN BEI ARD & ZDF //UNTERNEHMEN //SERVICE //ANSPRECHPARTNER



//INFORMATION

heute und Tagesschau

Die Nachrichten in ARD & ZDF erzielen beste Werte in Kompetenz und Glaubwürdigkeit. Nutzen Sie dieses Image für Ihre Marke im direkten Umfeld von News & Wetter.

//UNTERHALTUNG

//SPORT

GUTE GRÜNDE

Programmqualität ist der entscheidende Faktor für die Beziehung zwischen Programm und Publikum.



[mehr](#)

KOMPAKT 03 | 2012

Aktuelle Buchungsmöglichkeiten finden Sie in unserem KOMPAKT schnell und übersichtlich.



[download](#)

AKTUELLES

Das Erste | Heiter bis tödlich - Neue Formate im März und April. Alle Infos zu den Formaten finden Sie [hier!](#)

ZDF | SOKOs - neue Folgen im März. Informieren Sie sich jetzt [hier!](#)

Das Erste | Bundesliga-Sportschau - Höhepunkte der Rückrunde 2011/2012: samstag ab 18.00 Uhr. [Weitere Infos...](#)

ZDF WISO - Alle aktuellen Themen finden Sie [hier!](#)

Das Erste | Gottschalk Live - montags bis donnerstags 19.20 Uhr. Weitere Infos [hier...](#)

IHR REGIONALER ANSPRECHPARTNER

VERKAUFSBÜRO WEST



Alexandra Meier
0221 / 56 93 15 - 20

CASE #3

Das beste Umfeld für Ihre Werbung. ARD ZDF FERNSEHWERBUNG

//WERBEN BEI ARD & ZDF //UNTERNEHMEN //SERVICE //ANSPRECHPARTNER

//INFORMATION
heute und Tagesschau
Die Nachrichten in ARD & ZDF erzielen beste Werte in Kompetenz und Glaubwürdigkeit. Nutzen Sie dieses Image für Ihre Marke im direkten Umfeld von News & Wetter.

//UNTERHALTUNG
//SPORT

GRÜNDE
Inqualität ist der dende Faktor

KOMPAKT 03 | 2012
Aktuelle Buchungsmöglichkeiten finden Sie in unserem

AKTUELLES
Das Erste | Heiter bis tödlich - N Formate im März und April. Alle In den Formaten finden Sie [hier!](#)

Das beste Umfeld für Ihre Werbung. ARD ZDF FERNSEHWERBUNG

HOME WERBEN BEI ARD & ZDF UNTERNEHMEN SERVICE ANSPRECHPARTNER

INFORMATION
Ihre Ansprechpartner
KOMPACT 04 | 2012
AKTUELLES

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AGENTUR TOUR 2011

GROSSE MOMENTE
Sportjahr 2012 - Die wichtigsten Termine
Das Erste® ZDF

JANUAR	FANDBALL	EM in Serbien
JANUAR - MÄRZ	WINTERSPORT	Biathlon, Ski Nordisch, Ski
FEBRUAR / MÄRZ	BATHLON	WM in Ruhpolding
APRIL - NOVEMBER	MOTORSPORT	DTM (Audi), Mercedes, BMW
JUNI / JULI	FUSSBALL	UEFA EURO 2012 Polen, U
JUNI / JULI	LEICHTATHLETIK	EM in Helsinki
JULI / AUGUST	OLYMPIA	Sommerspiele in London

ard & zdf fernsehwerbung

digital marketing support for the sales departments of ard & zdf tv advertising (first and second german tv broadcasting station respectively).

objective: lead generation.

strategy: homepage concentrates as a contact platform. actions and events as levers.

big annual roadshow with presentation of the latest ard & zdf programmes plus advertising opportunities.

tags: b2b, lead and events

www.ardzdf-fernsehwerbung.de

i'm looking forward to show you more cases.



REFERENCES



[www.xing.com/
profile/oliver_blaum](http://www.xing.com/profile/oliver_blaum)
(498 contacts)



[www.linkedin.com/
in/oblaum](http://www.linkedin.com/in/oblaum)
(248 contacts)

brands

mccain, bonduelle, deutsche bahn, ibm, celebrations,
ebay, vodafone, telekom, wella and pirelli

entertainment

ard, wdr, zdf, sat.1, n-tv, 1live, ufa, senator and sony music

finance

deutsche bank, nordea
and daimlerchrysler bank

health care

merck, dr. richter-hintz
and steigerwald

services

wdr media group, ard & zdf fernsehwerbung and
bertelsmann

hospitality

expo 2000, königscard allgäu, hotelsnapper, claudius
therme, kempten tourism, ostallgäu tourism



oliver blaum,
creative strategist

experience

2000-2012
(12 years+)

pro in space, digital creative agency, cologne | www.proinspace.com
co-founder and creative director, accounts (excerpt): ard, wdr, mccain europe, bonduelle and deutsche bahn

2007-2010
(3,5 years)

university of applied science, cologne | www.hs-fresenius.de
private lecturer and supervisor graduate work

1998-1999
(1 year+)

qwer studio, cologne | www.qwer.de
art director, account: expo 2000

1997
(8 months)

kabel new media, hamburg (aquiredy by [interone](#))
freelance art director, accounts: lebensmittelzeitung (lz food) and marlboro

1995-1996
(1 year+)

ogilvy & mather dataconsult, frankfurt | www.ogilvy.com
freelancer designer, account: ibm

grey interactive, dusseldorf | www.grey.com
freelancer designer, account: e-plus

1995
(4 months)

concept!, wiesbaden (aquired by [ogilvy interactive](#))
freelancer designer, account: deutsche bank

1992-1994
(2,5 year+)

gerasch & partner, darmstadt | www.gerasch.de
design training, accounts: wella and pirelli



(experience continuation)

1988-1991
(3 years+)

riskex, offenbach (aquired by [munich re](#))
freelancer design

1987
(1 month)

young & rubicam, frankfurt/main | www.yr.com
school internship

education

2002
(3 month)

ihk, cologne | www.ihk.de
instructor-qualifications

1994-1998
(4 years)

academy of media arts, cologne | www.khm.de
diploma in audiovisual media

awards

2006

animago animation award | www.animago.com
winner

2004+2005

grimme online award | www.grimme-institute.de
nomination

2001

mecon digital award
winner

SKILLS AND EXPERIENCE

skills

- creative direction
- strategies
- ux
- ia
- team lead
- knowledge sharing
- gaming
- technical grasp
- economic thinking

languages

german	<i>native proficiency</i>
english	<i>professional working proficiency</i>
french	<i>limited working proficiency</i>
spanish	<i>elementary proficiency</i>

knowledge sharing



twitter	<i>www.twitter.com/oblaum (around 171 followers)</i>
pinterest	<i>www.pinterest.com/oblaum (7 style boards)</i>
social score	<i>www.klout.com/oblaum (score Ø 44)</i>
	<i>www.peerindex.com/oblaum (index 44)</i>

thinking



business countries

north/west: *austria, belgium, france, germany, netherlands, swiss and uk*

south: *greece, italy and spain*

east: *poland and russia*

overseas: *brazil and canada*

ABOUT ME

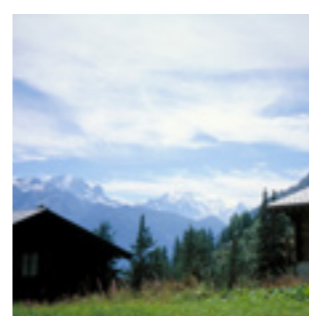
my top3 goals

- 1 living next to a lake
- 2 lending a hand with the wine grape harvest
- 3 longboarding (skateboarding for adults)

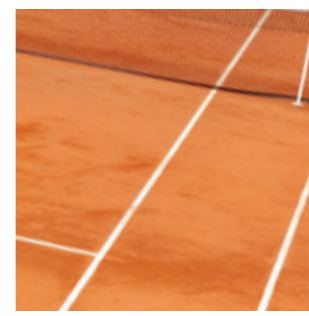
engagement

- tdc.** *type directors club, new york*
- D64** *club for digital progress, berlin*
- DAV** *german alpine club, munich*
- BBQ** *barbecue friends club, cologne*

i ♥



hiking



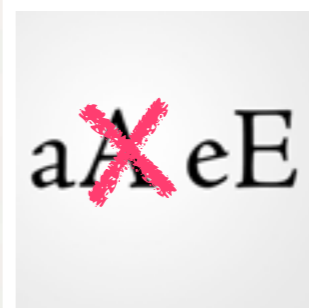
tennis



gainsbourg



brands



minuscul

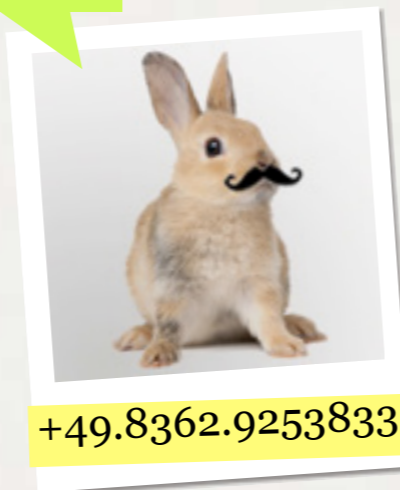


new stuff



i believe you are brilliant at things you truly love.

*touch or click me
to download my
address file.*



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www.oblaum.com

magnuspark
mühlbachgasse 6
d-87629 füssen
allgäu [germany]