

Clemens Brandt

Senior Interactive Producer

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Profile

Born and raised in Hamburg, Germany, Clemens Brandt finished a Masters degree in Computer Science in Berlin and Montreal. After being a web developer for over six years he moved into project and production management and freelanced for various agencies and clients in Germany and the UK. Since April 2008 Clemens works as senior interactive producer at Wieden+Kennedy London where he successfully manages multi-faceted projects for Nokia, Nike and other clients.

The projects he worked on varied from quick turn-around projects to large-scale global campaigns. On top his sound technical knowledge Clemens shows great skills in solving problems by finding creative solutions while coordinating complex projects. Although being in love with spreadsheets and Gantt charts he is an excellent communicator with the team, production partners and the client.

Key Skills

- Project leadership and management incl. agile methodologies
- Creative technology
- Web development
- Online strategy

Work Experience

Wieden+Kennedy, 04/2008 – present, senior interactive producer:

- Lead interactive producer on Nokia Global working on various large-scale campaigns
- Interactive producer on Nike UK, Visit Wales, Fairtrade UK, internal projects
- Creative technologist: Consulting creative teams on interactive ideas and strategies, analyzing feasibility
- Creating proposals and pitch documents to sell in projects
- Running the tender process with 3rd party production partners and freelancers
- Detailed scoping of projects: Information architecture, technical specifications, time lines, budgets
- Helping account managers with client liaison: Analyzing requirements and managing expectations
- Budget and profitability tracking and managing change requests
- Localization management
- Search engine optimization
- Setting up metrics and tracking of campaigns
- Social media integration and moderation of projects
- Together with the head of the department:
 - Tracking and managing billable time of interactive resources
 - Mentoring of junior and freelance producers
 - Setting up and maintaining the interactive production process
 - Fostering the agency integration process: Mentoring and educating print and broadcast producers
 - Organization of workshops and training

Highlights:

- Successfully pitched Carpe Diem [<http://www.carpediemandaily.com>] to a new client within the Nokia business, delivered the project on time and budget
- Delivered Somebody Else's Phone [<http://clemensbrandt.com/#4>] on time and budget, shortlisted for Cyber Lions 2009, FWA SOTD
- Delivered Music Almighty [<http://clemensbrandt.com/#5>] on time and budget, awarded with One Show 2009 Gold, FWA SOTM

Freelance, 05/2007 – 03/2008, interactive producer/project manager:

- Redhouse Lane, digital project manager on RBS, Shell, Scottish Water:
 - Detailed scoping of projects: Technical specifications, time lines, budgets
 - Managing internal information architecture, design and development teams as well as freelancers
 - Client liaison
- Burst Interactive, online project manager on various BSkyB websites and projects:
 - Detailed scoping of projects: Information architecture, technical specifications, time lines, budgets
 - Managing internal resources: designers, developers, testers
 - Integration management with other departments within BSkyB
 - Client liaison
- Hi-ReSI, interactive producer on Sony Europe, Issey Miyake:
 - Detailed scoping of projects: Information architecture, technical specifications, time lines, budgets
 - Managing internal resources: designers, developers, testers
 - Client liaison

Freelance, 01/2001 – 04/2007, developer, technical consultant:

- Metaversum Berlin, usability and user interface consultant on the social recommendation platform Yumondo
- Die Gestalten Publishing, back-end and frontend development of the online shop (PHP, MySQL, HTML/CSS/JavaScript)
- Cornelsen Publishing, technical consulting on content management systems and processes, backend and frontend development (Java, PHP, MySQL, Oracle, HTML/CSS/JavaScript)
- Epikur Psychotherapist Practice Management Software, off-the-shelf software development (Java)

Education

Technische Universität Berlin, Germany, Computer Science, 2001 – 2006

- Degree: German Diploma (Masters-equivalent degree, grade: 1.38, first-class honors)
- Field of activity: Computers and Society, an interdisciplinary research area that focuses on computer science, law, economics, and politics
- Diploma Thesis: "The Impact of Design Principles on the Diffusion of Innovations on the Internet Application Layer – A Case Study of Web Feed Formats" [<http://ig.cs.tu-berlin.de/projects/rssblog/diplomarbeit>, PDF]

McGill University Montréal, Canada, Exchange, 2004 – 2005, received the Antje Graupe-Pryor Award for high academic performances

University of Hamburg, Germany, Computer Science and Journalism, 2000 – 2001

Municipality of Norderstedt (Hamburg), Germany, community service in landscape preservation, 1999 – 2000

Secondary Education, Lessing Gymnasium Norderstedt, 1990-1999, received the Rotary Club Award for excellent achievements

Personal Projects

The Open Source Annual 2005, 04/2004 – 05/2005

The Open Source Annual is a unique compendium that covers all aspects of the phenomenon of Open Source. It is a voluntary project of the TU Berlin that is completely self-organized by students. From 2004 to 2005 I contributed to the Open Source Annual 2005 as subeditor, and coordinated the chapter »Open Content« which includes articles from well-known scholars such as NYU's Siva Vaidhyanathan.

Modular Systems, 09/2004 – 02/2005

Modular Systems is a radio show about electronic music culture on the students run station CKUT 90.3 in Montréal. I contributed to the show as co-programmer, host, and DJ.

CF Racing Berlin, 2002 – 2004

The registered association "Club de Futbol" Racing was a leisure football team in Berlin. I was the chairman and one of the founders.

Other Related Skills

Languages: Native German, fluent English, intermediate French

Software: MS Office, MS Project/iTask, Photoshop, Visio/OmniGraffle

Development: Java, C/C++, PHP, MySQL, HTML/CSS/JavaScript, XML, Flash, Processing, Arduino

References available on request.