

HENDRIK SPREE

Ideas / Concepts / Texts – online / offline

Cologne, Germany

WORK EXPERIENCE

DIGITAS (DÜSSELDORF)

Senior Copywriter | Dec, 2018 – Current

We're part of Publicis and describe ourselves as "the connected marketing agency" with a clear focus on digital media. So I write headlines and copies for content pieces as well as digital campaign concepts for clients like Mercedes-Benz, AOK (health insurance) or do social media for Ferrero's famous Nutella spread.

ZUM GOLDENEN HIRSCHEN (COLOGNE)

Senior Texter | Jan, 2018 – Oct, 2018

Biggest accounts I was creatively in charge for are Toys R Us, Havana Club, Beefeater, Provinzial (insurance) as well as some minor clients like sportwetten.de and others. Also doing new business from time to time.

DDB (DÜSSELDORF)

Copywriter | Jul, 2016 – Dec, 2017

Responsible for most things regarding Schwarzkopf (Henkel haircare), including the subbrands Schauma (global lead) and Taft (European lead). Dedicated to new business as well, pitching regularly.

KUNST UND KOLLEGEN (DÜSSELDORF)

Copywriter | May, 2013 – Jun, 2016

Biggest client over all three years for me was Weight Watchers, analog and digital. Other jobs I worked for were DUS Airport, different Henkel brands (got2b, Diadermin, Aok), ERGO or Kettler. Occasionally projects for Esprit and Vodafone.

FEDERHENSCHNEIDER (COLOGNE)

Texter | Jun, 2008 – Apr, 2013

Most of it was online projects, involving social media in some cases. Working constantly for clients like Brötje, Deutsche Telekom, DTI, Halbe Rahmen, Echter Nordhäuser etc. And lots of website concepts for the famous German SMEs.

CROSS CONTACTS (BERLIN)

Freelance Editor | Sep, 2009 – Dec, 2012

I worked remotely as a content tributor to the Nokia sponsored online lifestyle magazine "Sounds Like Me". Without real guidelines from the publishers, I posted an article every week about strange or interesting stuff I found on the interwebz.

MCCANN ERICKSON (DÜSSELDORF)

Junior Copywriter | Mar, 2006 – Jun, 2008

For my first full-time job I worked mainly for clients from the beauty sector, doing the adaptation work (print & TV) for Maybelline and L'Oréal (Men Expert). That meant I translated ads from English and French for the German market. But I also did jobs for Pelikan, Nestea and Arla.

SCHAUSPIELHAUS BOCHUM

Dramaturgy Trainee | Aug, 2001 – Oct, 2001

Supported the production of "Vier Bilder der Liebe", a theatre play by Lukas Bärfuss. Because it was a world premiere, I not only had to update and lecture the author's manuscript, but we also published the play as a book, for which I did the editing part.

EDUCATION

RUHR-UNIVERSITÄT BOCHUM

Magister Artium - Literature, Philosophy, History | Oct, 1998 – Jul, 2005

STÄDTISCHES GYMNASIUM THOMAEUM

Abitur - Biology, History, English | Aug, 1987 – Jun, 1997

CONTACT INFORMATION

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