

CV

Nadine Freischlad

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Personal Information

- **Date of Birth:** September 20, 1979
- **Place of Birth:** Cilegon, Indonesia
- **Citizenship:** German
- **Marital Status:** Single



Education

April 2009:

**“Diplom” / Master of Arts (Grade 1,3)
University of the Arts, Berlin**

- Study Course “Strategic Communication an Planning”
- Master Thesis on the identity building effects of weblogs in Indonesia

June 2001:

**Apprenticeship Degree in Media Design
Richard-Riemerschmid-Schule, Cologne**

- Acquiring basic skills in media design in theory and practice

August 1997:

**International Baccalaureate (Grade 1,0)
Jakarta International School**

- Main subjects Fine Arts, Biology, German Literature



Employment History

Since June 2011:

**Concept Developer for Social Interactions, Social Media
Campaigns and Communities**

Clients, among others.:

- wheelmap.org (Planning of a complementary community environment)

- Round Pictures production company (Development of an interactive marketing campaign for the documentary film “Ein neuer Anfang”)

April 2009 - June 2011:

Strategic Community Manager, Community Evangelist at jovoto.com

- Building, training and lead of Community Management Team, with offices in Berlin and New York
- Contributing to the development of the platform based on user feedback
- Collection of Data to develop processes and methods for community and social media management
- Supervision of more than 150 crowdsourcing campaigns, for clients such as Starbucks, WWF and the German Foreign Ministry
- Assessment and Rating of more than 10,000 creative concepts
- Participation as panelist and speaker on crowdsourcing or community management in the role of jovoto Community Evangelist

October 2002 - April 2009:

Freelance work in the art- and creative industries

Clients, among others.:

- Advertiser, Author and Blogger Sascha Lobo (Example: Creating mockups and screendesigns for blog and website of “der Wsten”, “Webciety/CeBIT”)
- Communication Agency Roxy Munich (Example: Creating visual campaign material for launch of Popetown TV-Series)
- Dutch performance artist Iepe Rubingh (Example: Creating presentation material, exhibition visuals and posters)



Skills

- Strategic thinking, process development, experience in dynamic startup environment
- Motivating and leading teams
- Confident in presentation and argumentation
- Planning and executing concepts for social interaction (websites, campaigns, communities, events)
- Content production for social media
- Monitoring and analysis for social media
- Photoshop, Illustrator, Powerpoint, community- and project management tools
- Basic knowledge of film editing
- Basic knowledge HTML and CSS
- German and English fluent, spoken and written (Bilingual Diploma)
- Good conversational Indonesian, basic French



Interests and Engagements

- Active Blogger, Tumblr- and Twitterer,
- Trustee at the Awesome Foundation (Micro-Grant for creative projects in Berlin)
- Member of Open Design City (Hackspace at Betahaus Berlin)
- Co-Organizer of event series Pecha Kucha Berlin (until 2009) and Kick-starter of Pecha Kucha Jakarta (March 2009)
- Member of the organizing team of Social Media Week Berlin 2010, member of the advisory board of Social Media Week Berlin 2011
- Organization of, or participation as speaker, panelist or workshop host, at numerous events on the topics of Open Design, Community Management or Crowdsourcing



References

- *Bastian Unterberg*, Founder and CEO of jovoto.com (bunterberg@jovoto.com, +49 160 97329900)
- *Sascha Lobo*, Advertiser, Author, and Social Media Expert, strategy partner for a number of design jobs I held as a freelancer in 2002-2009 (mail@saschalobo.com, +49 172 6222229)
- *Iepe Rubingh*, Dutch performance artist. I supported him with the visual and conceptual presentation of his work, and collaborated with him in the organization of the event series Pecha Kucha and Chess Boxing events (info@iepe.net, +49 177 8720082)
- Additional documents, such as report cards and certificates, can be provided upon request
- Please find a more detailed documentation of my work in the PDF “work references”