

# Hendrik Spree

Have a look at my portfolio: [hendrikspree.de](http://hendrikspree.de)

— Ideas / Concepts / Texts – online / offline

## — Contact Info

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## — Work Experience

### Digitas Pixelpark (Düsseldorf)

Senior Copywriter | Dec, 2018 - Current

As part of Publicis network we describe ourselves as "Germany's most impactful customer experience agency" with a clear focus on digital media. I write headlines and copies for content pieces as well as digital campaign concepts for clients like Köstritzer, AOK (health insurance), Bull's-Eye or I do social media for various Ferrero brands. Plus: focus on new business pitches.

### Zum goldenen Hirschen (Cologne)

Senior Copywriter | Jan, 2018 - Oct, 2018

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

### DDB (Düsseldorf)

Copywriter | Jul, 2016 - Dec, 2017

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

### Kunst und Kollegen (Düsseldorf)

Copywriter | May, 2013 - Jun, 2016

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

### FederhenSchneider (Cologne)

Text & Concept | 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.

### Education

## Ruhr-Universität Bochum

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

## Städtisches Gymnasium Thomaeum

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

### Internships

## 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.

## McCann Erickson (Düsseldorf)

Copy Intern | Jul, 2004 - Sep, 2004

During the whole three month I assisted a senior Copy/AD team with their work on the European Christmas campaign for Coca Cola.