

# Arno Timmo Selhorst



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[https://www.xing.com/profile/Arno\\_Selhorst/cv](https://www.xing.com/profile/Arno_Selhorst/cv)

**Marital status:**

married

## WORK EXPERIENCE

### **Lead User Experience | Publicis Sapient**

01/12/2015 - today / Cologne, Germany

- Responsibility for personnel, People Manager und personal growth mentor.
- Pitch Team lead for Bosch Automotive Electronics.
- Planning and leading of client workshops for companies such as Covestro, E.ON, Hugo Boss among others.
- UX Lead for our „Emerging Experiences“ team.
- Digital Product Development Innovation for Fiducia GAD, Beiersdorf.
- Concept and consulting for Telekom's "AR Sports".
- Focus on innovation in FinTech (Blockchain), XR (VR/AR) and Immersive Experiences.

### **Lead Expert Lab "Innovation" &**

### **Senior Creative Conceptor | Ogilvy & Mather Advertising GmbH**

01/05/2011 – 01/10/2015 / Düsseldorf, Germany

- Conceptual work for Allianz, Philips, BASF, Standard Life, HSBC, Provinzial (iPad magazine, virtual house), Unilever, Cremissimo, among others.
- Planning & execution of customer workshops as well as presentations in France, Belgium, Holland, Turkey and Germany for Allianz, Philips and Fressnapf, among others.
- Creative conception of websites, smartphone & tablet apps.
- Consulting on and implementation of Responsive Design.
- Consulting for and realization of award work.
- Leading agency internal training and special courses on agile working, iterative processes, responsive design and trends (gamification, VR/AR etc.).

**Concept developer & Copy | Young & Rubicam**

07/09/2010 / Windhoek, Namibia, Africa

- Concept and copy for TV spot "Netman @ Home" of the telecommunication provider MTC.

**Concept developer & Copywriter | Deepblue Networks**

01/01/2009 – 01/05/2011 / Hamburg, Germany

- Concept and copy for Swatch, XING, Otto, Knorr, Alpina (colour recipes), Iglo and Davidoff.
- Coordination and evaluation of individual team members and their responsibilities.
- Direct consultation with different departments for a fast and reliable project completion.
- Coordination of an internal agency workshop for further training within the conceptual design team.

**Concept developer & Copywriter |  
Scholz & Friends Interactive**

14/04/2008 – 01/01/2009 / Hamburg, Germany

- Conception and copy for Deutsche Bahn, Lätta, Saturn and Dextro Energy.

**Junior Copywriter & Concept developer | merida2**

01/04/2006 – 01/03/2008 / Cologne, Germany

- Copy for the brands such as Toyo Tires, Koelnmesse, Guylian.
- First concept for the relaunch of koni.com.

**Digital Copywriter | Carmen Media Group Ltd.**

05/12/2005 – 31/03/2006 / Gibraltar

- English and German copy for an online gambling website. Main tasks: Site copy, mailings, development of virals.

**Trainee Copywriter | Selinka Schmitz  
Kommunikationsagentur GmbH**

22/11/2004 - 01/11/2005 / Cologne, Germany

- Copy for pharmaceutical customers including Pfizer, Mundipharma, Zodin.
- Development of an intranet game (Oxyrace). In addition to fun and motivation, the Mundipharma sales force was to be informed about the characteristics of the product in an entertaining and sustainable way.

**Host (TV) | RTL2**

2001 / Cologne, Germany

- Moderation of a weekly computer gaming show "Game Fever".

**Moderator (Web-TV) | Mediantis**

2001 / Cologne, Germany

- Hosting of a daily web show (Base42) - one of the first professionally produced and broadcasted WebTV shows in Germany (in cooperation with ex-MTV host Steve Blame).

**Student Assistant | Westdeutscher Rundfunk (WDR-TV)**

2000 / Cologne, Germany

- Support in the production of PHOENIX, the political magazine of ZDF and WDR.

**Videojournalist | Rheinische Friedrich-Wilhelms-Universität**

1999 / Bonn, Germany - New York, USA

- Concept, storyboard, camera, editing of a documentary about the National Model United Nations.

**Praktikant | CNBC/Dow Jones Business Video**

1998 / Washington DC, USA

- Camera, editing and support of the daily shows.

**Praktikant | CNN International**

1997 - 1998 / Washington DC, USA

- Support in daily business. News desk, studio jobs, editing.

**EDUCATION**

**Rheinische Friedrich-Wilhelms-Universität**

1994 - 2004 / Bonn, Germany

- M.A. North American Studies (main examination subject)  
Sociology & Political Sciences (secondary subjects)

**American University**

1997 / Washington DC, USA

- Washington Semester Program: "Journalism"

**Rheinische Friedrich-Wilhelms-Universität**

1993 - 1994 / Bonn, Germany

- Law

**St. Paul Central High School**

1991 / St. Paul, MN, USA

- Journalism, US-History, English, Spanish

### **Otto Hahn Gymnasium**

1984 - 1993 / Bensberg, Germany

- A-level exam subjects (NC 1.9):  
English & Biology (main examination subjects)  
German & Philosophy (secondary examination subjects)

### **LANGUAGES:**

German - Mother tongue  
English - fluent  
Spanish - Basics  
JavaScript - currently in training

### **HOBBYS/INTERESTS:**

Gamification, Innovation, Trends & Start-Ups  
scuba diving, travelling, reading, drums & music

### **AWARDS:**

2019 - Silver: STEVIE® Award - "AR Sports: A Mixed Reality Football Experience"  
2018 - Gold: W<sup>3</sup> Award - "AR Sports: A Mixed Reality Football Experience"  
2018 - German prize for online communication: „Best in category - CR & Annual Report"  
2018 - Echo Awards: "AR Sports: A Mixed Reality Football Experience"  
2018 - DADI Award (highly recommended): "AR Sports: A Mixed Reality Football Experience"  
2017 - Galaxy Awards: "Best of PR" for Bosch campaign #MyRobotExperience  
2015 - Cannes Shortlist: "Innovation Lions" for "Fressnapf Smartbowl".  
2014 - Silver Euro Effie: "Designed to Play"  
2012 - Winner "Digital Communication Award: Best iPad Web Magazin" - iPad Magazin  
2012 - Silver: "International Corporate Media Award" - iPad Magazin  
2012 - Bronze: Effie - "World's biggest advent calendar" - Tafel Düsseldorf  
2012 - iF Communication Design Award: Provinzial iPad Magazin  
2010 - Cannes Shortlist: Club Robinson "Cursor Club"