



Personal Information

Name: Heike Marianne Windfelder

Profession/Job-Titles: Project & Process Manager
Executive Producer
Advertising Campaign Supervisor

Residences/Offices: Düsseldorf, Germany
New York, NY, USA

Date of Birth: October 22, 1961

Citizenship: German

Marital Status: Widowed

Contact Offices: SHORT LIST GERMANY GmbH
Am Wehrhahn 10
40211 Düsseldorf
phone: +49 211 – 36 77 99 81

SHORT LIST AMERICA, Inc.
70 East 12th Street, Suite 10c
New York, NY 10003
phone: +1-215-253-3690

heike.windfelder@shortlist.tv
Europe Mobile: +49 160 - 96 60 43 02
US Mobile: +1-215-253-3690
Skype: HeikeWindfelder

www.shortlist.tv

Occupational Career

1991 – current	President & Owner SHORT LIST Corp. Germany and New York Advertising Campaign Supervisor, Project & Process Manager and Executive Producer (Freelance & Interim) Working for advertising agencies and marketing departments on national and international campaigns and projects, productions, shootings, campaign-adaptions (incl. ftp-server preparation and logistics for international distribution), supervision total budget of all media, e.g. tv, online, print, OOH, PoS, etc.
1990 – 1991	Heike Windfelder Creative Consultant Düsseldorf Partner of Production Services Cape Town, South Africa
1988 – 1990	J. Walter Thompson Düsseldorf Head of Service Departments: Print Production – Artbuying – TV-Production
1984 – 1988	BBDO Düsseldorf Artbuying (1 year) TV-Producer (3 years)
1983 – 1984	Ektacolor Studios Düsseldorf Studio Manager/Producer
1982 – 1983	APS Advertising Agency, Düsseldorf Account and Traffic Manager Main client: British Leyland
1980 – 1982	Rhewes TV-Film Production, Cologne Apprenticeship Tradeswoman for Film-Management Production-Assistant of various German TV-Productions Artist Supervision Live-Show “WWF-Club”

Education

1980	Senior Highschool Degree (Abitur)
1980 – 1982	Apprenticeship Tradeswoman for Filmmanagement Rhewes TV-Filmproduction, Cologne
1980 – 1983	Studies of Business Psychology, Düsseldorf University
1991 – 1993	New School New York: Business School Emphasis: Marketing & Communication
1992 – 1994	New School New York: Special Studies Filmmakers on Filmmaking
1993 – 1996	New York University: Tisch School of the Arts Cinema Studies – Degree: Master of Arts
1994 – 1995	Teachers Licence from Board of Education New York City Degree as Adjunct Professor

Language Skills

German	Native Language
English	Business fluent
Spanish / French	Elementary

Computer & Software Skills

PC & Mac
MS Office Applications
Client-specific SAP Applications

Hobbies

Movies, Books, Writing, Music, Arts, Gourmet-Cooking, Yoga, Pilates, Outdoor Activities

Personal Strenghth

My organizing ability, persistence and 24/7 availability. Not to mention: To straighten out the chaos!

Personal Quote

“Effective project management and budgetary control is not about saving money, it is about spending money well. It is essential to develop the right strategy to reach your goals within the budget. That demands a strong amount of organisation and the ability to connect the right people and their talents and skills exactly at the place and the time they are needed.”

Activities in 2013

Telly Award Show:	Active Member of the Silver Telly Council Jury Member/Jugde of the 34 th Annual US Telly Awards
Professional Workshops:	Conduction of several Workshops at CM PR Cologne
Social Commitment:	Training Licensed Grief Counsellor

Selection of agencies I have worked with

BBDO
CHEIL WORLDWIDE
CEMANO
DENTSU
GREY
J. WALTER THOMPSON
LEO BURNETT
MCCANN ERICKSON
OGILVY & MATHER
SAATCHI & SAATCHI
TBWA
TC-GROUP
WIEDEN & KENNEDY

Selection of clients/accounts I have worked with

ALLIANZ INSURANCE GROUP
AUDI
ARAL OIL COMPANY
COCA COLA
DEUTSCHE BANK
DEUTSCHE TELEKOM / T-MOBILE
DR. OETKER (FOOD)
ELLEN BETRIX / MAX FACTOR COSMETICS
HERSHEY'S CHOCOLATE
INTEL
KAUFHOF (DEPARTMENT STORES)
KODAK
KÖNIG PILSENER (BEER)
KROMBACHER BREWERY
LORD EXTRA CIGARETTES
MAZDA
SAMSUNG ELECTRONICS
SEAT
SPARKASSE MUTUAL SAVINGS BANK
SPRINT
TIME WARNER CABLE
UBISOFT ENTERTAINMENT
WARNER BROTHERS ENTERTAINMENT

Recent Awards

2000 Bronze Telly Award Deutsche Telekom "Freecall"
2001 Bronze Telly Award T-Systems Corporate Imagefilm
2004 One Show TWC of New York City Movie Trailer
2009 Silver Telly Award TVC SAMSUNG "Attraction"
2010 Bronze Telly Award TVC SAMSUNG Vancouver
Winter Olympics 2010 "Urban Olympic Games"

Selection of directors I have worked with

TONY KAYE
MARCUS NISPEL
RIDLEY SCOTT
TONY SCOTT
JOHN SINGLETON
JENNIFER LYNCH
JOE PYTKA
BERL CATTELL
PAUL MEJER
JOSH BROECKER
JOHN BUCHÉ
NICOLAI KARO
JAM
SAMUEL & GUNNAR
TERENCE STEVENS-PRIOR
PHILIP BOSTON

Selection of commercial production companies I have worked with

NEUE SENTIMENTAL FILM
CIELO FILMS
CROSSROADS UK
CROSSROADS USA
EMBASSY OF DREAMS
SHOOTING STARS
TONY KAYE FILMS
RSA RIDLEY SCOTT ASSOCIATES
PYTKA FILMS
HOUSE OF USHER FILMS
DOLL PRODUCTIONS SYDNEY