
MAG. (FH) BARBARA KLINSER- KAMMERZELT, MBA



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**„EDUCATION IS NOT
FILLING OF A PAIL BUT THE
LIGHTING OF A FIRE”
PLUTARCH**

KEY COMPETENCIES

Digital Trends - E-Commerce & Analytics - Digital Strategy - Social Media - Mobile, Interactive & Technology Enabled Marketing - Programmatic Advertising – Leadership – Employee and Student Engagement – Project Management – High Impact Lectures and Presentations – Didactical Know How

PROFESSIONAL SUMMARY

- 13 years of digital marketing experience gathered from the perspective of an agency, an advertiser as well as a start up in diverse leadership positions
 - Deep and broad professional network in Austria's publisher and digital industry – board membership in “Oesterreichische Web Analyse and Internet Advertising Bureau, membership Forum Mediaplanung, business cooperation with Marketing Natives
 - Excellent presentation skills: panelist and speaker on conferences, lecturer, new business & strategy presentations for key clients, board presentations
 - More than 4 years of teaching experience at the University of Applied Sciences St. Poelten
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PROFESSIONAL EXPERIENCE

LECTURER

UNIVERSITY OF APPLIED SCIENCES, ST. POELTEN

since 2014

- Lecturer for Digital Marketing I and II in German and English, Lecturer at field trip to DMEXCO Cologne, Lecturer Digital Basics, Lecturer for Out Of Home and Ambient Media
- Numerous student projects conducted with strong brands and advertisers e.g. Hutchison3G, Red Bull, Oesterreich Werbung,...
- Acquisition of interview partners for DMEXCO field trip
- Launch of research cooperation (focus groups) on digital trends and digital trend blog
- Acquisition of guest speakers to increase networking
- Member of Advisory Council of Department for Media and Economics

HIGHLIGHTS

- Nomination for Ars Docendi by students (2014)
- Last two terms: one of 3 best evaluated lectures at BMK and MMK (2017/2018)
- Certificate for University Didactics (2017/2018)

CHIEF EXECUTIVE OFFICER

XAMOOM, VIENNA AND KLAGENFURT

September 2016 to May 2018

- Business Development: increase number of customers and revenue for a mobile start-up
- Rebranding, website relaunch, realignment of sales and marketing materials and activities
- Successful funding applications: FFG AT:net, AWS Double Equity

HIGHLIGHT

- Awarded Mobile Woman to Watch 2017 by Mobile Marketer

PROFESSIONAL EXPERIENCE

CHIEF DIGITAL OFFICER, IPG MEDIABRANDS, VIENNA

August 2012 to August 2016

- Executive board member and authorized signatory
- Overall responsibility for digital spend of the agency (€ 20 million/year) and 25 employees
- Measurable growth acceleration in multiple digital disciplines (e.g. display-advertising, social media...)
- Responsible for integration of digital trends and new technologies for campaigns and products (e.g. programmatic advertising)
- Strategic consulting of national and international key clients: e.g. BMW, Austrian Airlines, Hutchison 3G, Amazon, Tchibo, Kelly, Generali, Microsoft, Red Bull, Kika Leiner, etc.
- Workshops for clients and employees on digital strategy and relevant digital channels

HIGHLIGHTS:

- Augmented Reality Application for Kelly product launch, awarded with golden WebAd 2015
- Furthermore: WebAd 2014 for mobile ad special
- Responsible for UAS StP Trainees, Research conducted in cooperation with UAS StP, Launch of Blogger Cooperation

SENIOR ONLINE MARKETING MANAGER, ORANGE TELECOMMUNICATIONS, VIENNA

October 2009 to August 2012

- Overall responsibility for digital marketing communication and international coordination
- Implementation of e-commerce KPIs and conversion tracking across all digital channels (SEA, Display, Video, Mobile)
- Management of Display, Video & Mobile campaigns: strategic and tactical planning, product launch campaigns, project management with involved agencies and internal stakeholders, budget responsibility, implementation of new digital communication channels in the Social Web: initiator of all social media activities of Orange: starting with the CSR page Orange Hilft to integration of shops to launch of Orange Service as first customer service focused Facebook page in Austria.

HIGHLIGHTS:

- International sponsorship coordination for EURO 2012
- Digital activation of EURO 2012 sponsorship awarded "Best Digital Activation" across all markets
- WebAd 2011 for Orange Hilft Social Media Project Implementation of modelling tool to analyze ROI across on- & offline channels

DEPUTY HEAD OF DIGITAL, FASTBRIDGE/IPG MEDIABRANDS, VIENNA

September 2005 to September 2009

- Rapid promotion to deputy head of agency
- First leadership experience gathered as Deputy Head
- Strategic consulting and tactical implementation of digital campaigns, cross media concepts, CMS administration, budget responsibility, negotiations. Highlights: WebAds 2007 (Piz Buin), 2008 (Almdudler), 2009 (Hutchison 3G)

TRAINEE PROJECT MANAGEMENT, SALES CREW MARKETING & SALES SERVICE, VIENNA

2005

ASSISTANT CORPORATE COMMUNICATIONS, UAS, ST. POELTEN

2004

ORGANIZATIONS AND ACTIVITIES

- Digital Marketing Blog supervisor for students BMK and Marketing Natives since 2016
- Member of Advisory Council of Department for Media and Economics
- Business cooperation with Marketing Natives in 2016 for IPG Mediabrands
- Board member of OeWA / Oesterreichische Webanalyse: lead of task forces, initiating and running trainings for all members (agencies, publishers and vendors) 2012 - 2016
- Board member of IAB / Internet Advertising Bureau from 2010 to 2013 and now active member and sponsor of market research, panelist and speaker at events
- Speaker and panelist at various digital events and lecturer at academies

RESEARCH EXPERIENCE

- Multiple research projects on digital advertising impact, second screen usage and ROI (Eyetracking, Adserver Measurement, Targeting Technologies, Focus Groups, Online and Offline Surveys)
- Social Media Study "Social Media Tracker Wave" for UM PanMedia: Localization and adaption of questionnaire, project management, evaluation, analysis and presentation of results
- "Guide to Social Media Communication in Austria" as publication of combined analysis of the two studies "Wave" and "CCS"
- Social Media Monitoring with several tools e.g. ethority, Radian6, Brandwatch
- Research on Mobile Viral Marketing as IPG Mediabrands with UAS St. Poelten and sms.at
- Media Server: online measurement team for OeWA

ACADEMIC AND EDUCATIONAL EXPERIENCE

POSTGRADUATE MBA EVENT MANAGEMENT ARGE BILDUNGSMANAGEMENT VIENNA 2007-2009

- Focus areas: Staging techniques, public relations, technical and legal requirements, project management
- Master Thesis: Media coverage of design elements of events

MAG.(FH) MEDIA MANAGEMENT UNIVERSITY OF APPLIED SCIENCES ST. POELTEN 2002-2006

- Focus areas: Economics, media and social studies
- Exchange Term: University of Media, Stuttgart
- Master Thesis: Online Advertising Impact

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**„THE ILLITERATE OF THE
21ST CENTURY WILL NOT BE
THOSE WHO CANNOT
READ AND WRITE, BUT
THOSE WHO CANNOT
LEARN, UNLEARN AND
RELEARN”
ALVIN TOFFLER**
