

# Florian Schleicher



## Résumé

### Career Goal

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Finding a challenging job in the field of communications to which I can bring my expertise, my training and my experience to enrich my working environment and to learn from the best.

### Title of my Master Thesis

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“The Culture of Communications in the Social Web”

### My Key to Success

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- Practical competence in Corporate Communications
- Solution-oriented personal communication
- Team management and leadership
- Competence in Social Media
- Creativity & Strategy

### Personal Information

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Kaserngasse 36B

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Vienna, 1230, Austria

[www.florianschleicher.com](http://www.florianschleicher.com)

Born on March 6<sup>th</sup> 1987

[mail@florianschleicher.com](mailto:mail@florianschleicher.com)

### Professional Experience

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October 2010

#### **We are Social | Intern - Account Executive**

37 Golden Square, W1F 9LA London | [www.wearesocial.net](http://www.wearesocial.net)

1. Aufbau und Pflege von Blogger-Relations
2. Analyse von unternehmensbezogenen Social Media Auftritten

August 2009 - August 2010

#### **Kapsch AG | Assistant - Strategic Marketing/New Media**

Am Europlatz 2, 1120 Vienna | [www.kapsch.net/en](http://www.kapsch.net/en)

3. Implementing, managing and screening the company's Social Web appearance (Facebook, Twitter, YouTube)
4. Participating in strategic planning processes
5. Managing projects for internal and external communications
6. Relaunching and managing HR-Marketing activities ([www.onestepahead.at/en/](http://www.onestepahead.at/en/))
7. Coordinating projects with advertising agencies and artists
8. Organizing and managing the annual shareholders' meeting

July 2007 - April 2008

#### **BBDO Vienna Advertising Agency | Account Assistant**

Alserbachstraße 16, 1090 Vienna | [www.bbdo.at](http://www.bbdo.at)

1. Client management and consulting
2. Briefing the creative department about new jobs / daily projects
3. Preparing presentations for clients
4. Participating in strategic planning processes
5. Training of new employees

# Florian Schleicher

## Education

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- October 2006 – June 2010     **University of Applied Sciences, FHWien**  
Währinger Gürtel 97, 1180 Vienna | <http://www.fh-wien.ac.at/en>  
Corporate Communications, finished in June 2010, Master  
Diploma in Marketing Communications by the IAA
- September 2001 - May 2006     **HLW Bergheidengasse**, Bergheidengasse 5-19, 1130 Vienna  
Focus: Foreign languages and economics, A-Level: Summa cum Laude

## Additional Experience

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- May 2008 – February 2010     **Editor in Chief, KOMMPress.at**
1. Editorial management
  2. Strategic planning
  3. Preparing and executing interviews
  4. Editing articles for the weblog
  5. Training new editors
- April 2009 – June 2009     **Campaign Manager**, University of Vienna, Austrian Students' Association, ÖH
1. Strategic planning
  2. Creating conceptional and graphic design
- June 2008 – June 2009     **Student Council**, University of Applied Sciences, FHWien
1. Representation of students' interests and trouble-shooting
  2. Supervision of a task force for the creation of a new homepage
  3. Moderating students council meetings

## Languages

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	<b>Level</b>
English	Business fluent, Cambridge Business English Certificate, 2006
German	First language
French	Advanced Business – knowledge

## Additional Courses

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Strategic Planning	Developing creative briefs and strategies, organizing creative teams
Video-Clip Design	Creating storyboards, camera techniques, digital editing
Copywriting	Creating journalistic and professional PR-texts
Leadership & Communication	Handling responsibility, trouble-shooting, motivation
Body Language	Interpretation of non-verbal signs, increasing personal performance
Innovations Management	Implementation of new products and managing strategic processes

## IT-Competences

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Microsoft & Open Office, Adobe Photoshop & Illustrator, Pinnacle Studio

## References

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- Mag. Alf Netek | Kapsch AG     Chief Marketing Officer     +43 508 11 17 00     [alf.netek@kapsch.net](mailto:alf.netek@kapsch.net)
- Dr. Eva Bernreiter | PKP/BBDO     Member of the Board     +43 1 95500-580     [bernreiter@pkp-bbdo.at](mailto:bernreiter@pkp-bbdo.at)