

Thomas Wagner

Altmayergasse 24/10 • 1120 Vienna • Austria

I am

I am

a culture-inclined Media and Communication Studies BA and now graduate student,

a cosmopolitan International Business undergraduate student,

with A-Levels in Media Design and Communication Technology,

majoring in International Marketing and Management, Advertising and Communication Research,

who studied in Vienna and Vancouver,

who studied in Hanoi and spent part of his civil service in Nicaragua,

who plays basketball with his right hand,

who serves with his left hand in tennis,

who created Drum and Bass Club Nights for a few hundred people during civil service,

who founded a little IT company with 16 because school was just not exiting enough,

who tutored freshmen students in media history, research methodology and scientific thinking,

who part-time inspired creatives and consultants at an interactive agency,

que podría contar la misma historia en español,

der die gleiche Geschichte auch auf Deutsch erzählen könnte,

and who feels thinking and trying to understand things is great fun.

and who would love to learn from the best in the industry.

Next: the story in detail.

To get a deeper understanding of who I am please visit: sophisticated.at/blogs/thomas (mostly German), flickr.com/photos/to_wa, twitter.com/thomas_wagner or call +1 604 671 7968.

EDUCATION

BA in Media and Communication Studies

University of Vienna (2005-2009)

Graduated in January 2009 with distinction

Majors and electives: Advertising, Public Relations and Communication Research

Thesis: „Viral Advertising: Expectations on reception, usage and effects.“

BSc in International Business Administration

Vienna University of Economics and Business Administration (since 2006),

Hanoi University of Technology (August 2008),

University of British Columbia (Sauder School of Business, January 2009 - April 2009)

Majors: International Marketing and Management, Advertising and Brand Management

National Service

„Initiative 3. Welt“ (Initiative 3rd World, 2004-2005)

Project assistant. One month stay in León, Nicaragua to teach professors in foundations of webdesign.

Braunau am Inn, Austria

A-Levels in Media Design and Communication Technology

HTL (Higher-level Secondary Industrial College, 1999-2004)

Approved technical qualifications in Electronics and Computer Science

Braunau am Inn, Austria

WORK EXPERIENCE

[WORX] Multimedia Consulting

Part-time Junior Account Handler/Planner

August 2007 - December 2008, Vienna, Austria.

An eleven years old owner-managed online-marketing agency located in Vienna, with clients like JJW Hotels, Premiere, Manner, Warner Music and Uniqa. My duties involved online campaign planning and tracking for James Blunt and Serj Tankian (Warner Music), web analytics for Premiere and the planning of Manner's online activities in 2009, working closely together with creatives, information architects and account managers.

University of Vienna, Institute for Media and Communication Studies

Undergraduate student teacher

October 2007 - July 2008, Vienna, Austria.

Small group lectures for freshman students in scientific thinking, research methods and media history. Responsible for tutoring and academic socialisation.

Netzteil Ltd. - Empowering New Media

Web design intern

August 2006, Braunau am Inn, Austria.

A ten years old owner-managed shop for animation, web design and web development with clients like the Austrian Icehockey League and Red Bull. My role involved design for and front end development of the agency website and diverse client projects.

Freelancer

Since April 2006

Freelance work in communication and branding. Continuing work for HTL Braunau, a renowned Austrian higher technical college. Work included workshops for students (2008), redesign of school newspaper (2007), image brochure (2007), communication strategy (2006) and fair design.

Sophisticated

Co-Founder

September 2004 - April 2005, Austria.

Creation and management of a series of Drum and Bass events together with four fellow school graduates, whilst fulfilling national service. The events were created based on the idea of delivering a sophisticated yet ever-changing experience for all senses. Music, visual installations, light and interior decoration were closely aligned to deliver unforgettable evenings for hundreds of guests.

BFI (institute for continuous education)

Lecturer for Web Design

December 2004 - February 2005, Braunau am Inn, Austria.

Teaching the course „Introduction to Web Design“ while still attending school.

Team Matowa

Co-Founder

December 2001 - March 2006, Braunau am Inn, Austria.

Formation of team matowa together with brother (and fellow higher technical college student) to offer web engineering and design services for micro enterprises and organisations.

AREAS OF EXPERTISE

- Experience in qualitative and quantitative media, social and cultural inquiry (focus groups, content analysis, SPSS, discourse analysis, content analysis).
- Strong interest and knowledge in consumer culture and behaviour.
- Experience in web analytics and online media planning/tracking.
- Advanced experience in Microsoft Office (PC and Mac).
- Expertise in web design and development, including XHTML, CSS and JavaScript as well as basic knowledge of AS, PHP, SQL.
- Extensive intercultural experience through working and studying in Austria, Nicaragua, England, Vietnam and Canada.
- English (fluently written and spoken), German (native) and Spanish (intermediate knowledge).

ACTIVITIES AND ACHIEVEMENTS

- School scholarship for the „London International Youth Science Forum 2003“ (www.liysf.org.uk) with 250 participants from 60 countries and 5 continents.
- Voluntary training and coaching of the Under 16 team of the Union Tennis Club Braunau and leader of the mens team in summer 2004.
- Member of the management team of the school ball in 2003 und 2004. Coordination of more than 300 workers and more than 2000 guests.
- Being voted class and department representative at HTL Braunau.