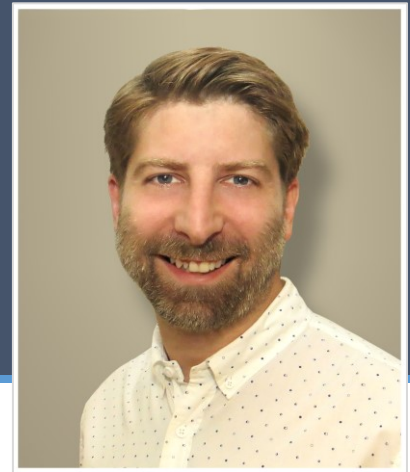


Mathias Bayer

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Summary

- **Data driven marketer and creative head**
- Profound experience in **defining and optimizing online and offline marketing channel mixes** to increase performance and brand awareness
- High affinity towards **numbers as a key skill** for an efficient and economical marketing
- **Hands-on attitude** and start-up mindset
- Experienced broadly in **leading and developing teams**
- Strategic thinking with a **vision for growth and expansion**
- **Vienna University for Economics and Business Management** (Magister) with focus on Marketing Management and Tourism & Event Management

Current and former roles

Head of Offline Marketing & Paid Social Media Traffic (Shpock App – Finderly GmbH) 09/2016 – Today

- Responsible for all Marketing & Communication initiatives and efforts in terms of Offline Marketing (TV, OOH, radio), Paid Social Media Channels (Facebook, Snapchat and Twitter), Branding (brand development, corporate identity, brand strategy) and B2B Marketing in Austria, United Kingdom, Germany, Italy, Sweden and Norway
- Team lead of 11 employees and budget responsibility for all Offline and Paid Social Media Channels
- Conception and implementation of brand positioning and CI
- Implementation of dynamic real time reports for the marketing team based on channel KPIs and budget

Successes:

- Pushed the brand to top position in all 3 brand core values
- Driving lead in the re-positioning process to empower the brand for its future challenges
- Conception and implementation of real time performance reporting of TV campaigns to enable the marketing manager to analyze and optimize campaigns in real time which lowered the CPM in TV campaigns by over 25%
- Lowering the CPA in Paid Social Media Channels by 30%

Marketing Manager (Shpock App – Finderly GmbH)

07/2014 – 09/2016

- Responsible for the Paid Social Media channels Facebook, Snapchat and Twitter
- Managing and optimization of TV campaigns, radio campaigns and OOH in Austria, Germany, UK, Italy, Sweden and Norway
- Negotiating with and managing external agencies
- Responsible for Branding and CI

Successes:

- Added Brand Management & Brand Strategy to the Marketing scope
- Introduced and implemented TV campaigns to the marketing mix
- Set up a new performance driven Facebook campaign structure to scale traffic and optimize CPAs (+150% traffic by lower CPA -20%)
- Set up automated processes in Online Marketing Management to focus resources on optimizing and testing

Marketing Manager (the sportsman media holding)

02/2010 – 06/2014

- Responsible for all Online Marketing initiatives (Display, SEM, Facebook, InGame-Advertising, Direct Marketing) of the internal brands (LAOLA1.tv, LAOLA1.at) and consulting external B2B clients (Deutsche Eishockey Liga, FIBA, EHF, VfB Stuttgart, HSV)
- Responsible for all Offline Marketing initiatives (OOH, TV, Sponsoring) of the internal brands (LAOLA1.tv, LAOLA1.at)
- SEO of all internal projects and consulting of external B2B clients
- Conception and implementing the group intranet

Marketing Assistant (LAOLA1.at)

04/2008 – 02/2010

- Managing of national and international media co-operations
- Setup and leading of a support department for LAOLA1.at and LAOLA1.tv
- Conception and implementing of innovative online applications
- Setup and coordinating social media presence of LAOLA1.at and LAOLA1.tv (Facebook and Twitter)

Projektmanager (Nike Österreich)

06/2006-07/2006

Bilanzanalyst (Erste Bank AG)

02/2001 – 12/2007

Selbstständiger Webentwickler

07/1998 – 04/2008

Professional and soft skills

University

Vienna University for Economics and Business Management (Magister) with focus on **Marketing Management (Prof. Scheuch) and Spezielle Tourismus- und Freizeitmanagement (Prof. Mazanec)**

Master Thesis

Untersuchung der Einflussfaktoren auf das Kaufverhalten von Fußballfans gegenüber der ausstattenden Marke am Beispiel österreichischer Bundesligaklubs

Free elective

Sustainable Management

Selected courses of business informatics

Computer skills

Programmes

Adobe Photoshop, InDesign und Illustrator
Macromedia Flash und Dreamweaver
Microsoft Office (Word, Excel, Powerpoint, Publisher, Access)
SPSS und R-Project

Programming languages

Python, HTML, CSS, PHP, Java, SQL, Actionscript

Other digital skills

Google Webmaster-Tools, Google Analytics und Google AdWords
Facebook Business Manager, Audience and Analytics

Sitestat comScore Inc. – Webanalyse tool

Language skills

German (native)
English (business fluent)
Italian (A1)
French (A1)

Soft skills

Active and trainer in gymnastics and football

Due to decades of football and gymnastics strong established team spirit, very open to criticism, team leading experience, high reliability and demanding for feedback; tennis and swimming

Web-design, graphic-design and piano