

CURRI- CULUM VITAE

STEFAN PROSCH

Date of Birth
JANUARY 03, 1981

Place of Birth
BRESSANONE, ITALY

Citizenship
ITALIAN

Marital Status
MARRIED

Address
TANNENWEG 3 / 3
5400 HALLEIN
AUSTRIA

Mobile Phone
+43 (0) 670 6070 920

E-Mail
ME@STEFANPROSCH.COM

Skype
STEFANPROSCH

Twitter
@STEFANPROSCH

Behance
BEHANCE.NET/STEFANPROSCH

LinkedIn
LNKED.IN/STEFANPROSCH

WORK EXPERI- ENCE

Since October 2017

DIGITAL MARKETING & COMMUNICATION EXPERT SELF-EMPLOYED SALZBURG AREA

Due to my long-time experience of working in creative agencies, I have gained huge knowledge about conceiving and executing digital marketing concepts, mainly in the sports and lifestyle segment. This fact allows me to come up with the perfect online marketing mix to achieve each client's individual marketing objective. At the same time I support my clients with the implementation of a combination of content-, affiliate-, keyword- and search engine marketing actions.

My vast background of user-centered design and thinking enables me to lead projects from a user experience perspective to find the perfect balance between user and business needs.

As a self-employed Digital Marketing and Communication Expert I develop digital solutions for integrated marketing. I assist companies and agencies with developing and designing digital concepts, ideas and projects. Moreover, strategic consulting, creative and art direction, project management and the setup of tracking tools as well as the interpretation of analytic data from different sources complete my wide range of tasks.

May 2011 – October 2017

HEAD OF DIGITAL RED BULL CREATIVE SALZBURG

Red Bull Creative was the in-house agency of Red Bull, knowing and living the brand's philosophy. From 2006 until 2017 Red Bull Creative developed communication strategies for a wide range of corporate projects – the company's image resonated with its ideas, designs and concepts.

My main task was to build and establish the agency's digital unit from scratch with all related responsibilities like recruiting, engaging, training, leading, but first and foremost supporting people. Furthermore the range of my tasks included concept development, wireframing, prototyping, creative and art direction as well as project management, client relations and the presentation of ideas and solutions.

Along with my team I worked on Red Bull corporate projects such as Red Bull Media House, Red Bull Consumer Products, Projekt Spielberg, Red Bull's team sport activities and athletes. My time at Red Bull Creative was shaped by accompanying RB Leipzig advancing from Germany's third division to premier league - also on the Internet.

September 2010 – April 2011

ART DIRECTOR NEUE DIGITALE / RAZORFISH FRANKFURT AM MAIN

Neue Digitale / Razorfish was a digital agency focusing on digital brand communication, social media, mobile and interactive storytelling. During my time in Frankfurt am Main, the agency was integrating to the Razorfish-Network.

I was leading an agile team and was responsible for the concept development, art direction and motion design of digital campaigns and applications.

Along with my team I worked for international clients, such as Audi, Seat, McDonalds, Nestlé, Nintendo and Levi Strauss.

October 2007 – August 2010

ART DIRECTOR
ZOOM PRODUCTIONS
FUSCHL AM SEE

zoom Productions is a full-service agency focusing on youth and sports marketing.

As an Art Director I was responsible for the concept development and creation of online campaigns and applications, as well as of the development of interactive concepts concerning design and animation, in the communicative and cooperative intersection between the creative and the programming team, the construction of wireframes and the art direction of interactive projects.

For almost three years I worked for international clients such as Red Bull, Braun, Nike, Suunto and many others.

August 2009 – October 2009

ART DIRECTOR
ZOOM INC.
LOS ANGELES

In 2009 I had the chance to work for a few months in the middle of the cultural hub known for its eccentricities - Venice Beach.

April 2005 – October 2007

MULTIMEDIA DESIGNER
ZOOM PRODUCTIONS
FUSCHL AM SEE

Setting high standards regarding the quality of graphic design, the technical functionality and the simple and easy usability characterized my work as a multimedia designer.

I was gaining huge knowledge about HTML, CSS and Javascript - and back in the days - also in Actionscript from designing and developing a vast number of microsities for clients like Red Bull, Braun and Suunto.

August 2003 – February 2005

INTERNSHIP & FREELANCE
ZOOM PRODUCTIONS
FUSCHL AM SEE

June 2002 – September 2002

INTERNSHIP PRE-PRESS PRODUCTION & MULTIMEDIA DESIGN
DURST PHOTOTECHNIK
BRESSANONE

October 2001 – March 2002

INTERNSHIP & FREELANCE
CONNETATION:// INTERACTIVE
COMMUNICATION
SALZBURG

August 2001 – September 2001

INTERNSHIP
AICHNER CLODI GKG
SALZBURG

February 1999

INTERNSHIP
SATZZENTRUM
BRESSANONE

EDUCATION

October 2000 – December 2004

DIPLOM-INGENIEUR (FH)

MULTIMEDIA ART - FH SALZBURG (UNIVERSITY OF APPLIED SCIENCES)
SALZBURG

Training and Certification

CERTIFIED E-COMMERCE & SOCIAL MEDIA EXPERT - CESE

JUN 2018 – JUN 2021 - LICENSE CESE18Z0041

PEOPLE MANAGEMENT PROGRAM

2015 - 2 DAYS

September 1995 – June 2000

A-LEVELS

ACADEMY FOR ADVERTISING AND GRAPHIC DESIGN
BRESSANONE

Languages

GERMAN NATIVE

ENGLISH FLUENT

ITALIAN FLUENT

AWARDS



April 2016
THE FWA

Public Shortlist



March 2016
CCA

Auszeichnung
(Cyber / Social
Media)



September 2015
THE LOVIE AWARDS

Shortlist
(Web Sports)



September 2015
THE LOVIE AWARDS

Shortlist
(Web Personal
Websites & Blogs)



June 2015
AWWARDS

Honorable Mention



October 2013
AWWARDS

Honorable Mention



September 2011
THE FWA

Public Shortlist



March 2008
**SALZBURGER
LANDESPREIS**

Gold



April 2006
**SALZBURGER
LANDESPREIS**

Bronze



April 2003
**MULTIMEDIA
STAATSPREIS**

Merit



March 2003
THE FWA

Site of the Day