

CURRICULUM VITAE

Mag. Georg Josef Berger

“Excellent communicator and team worker, confident in dealing with people at all levels in a variety of media. Extremely skilled in organising and prioritising projects when working to tight deadlines. Highly successful in attracting and inspiring people for new projects, ideas and changes. Excellent in initiating, implementing and evaluating creative concepts. Demonstrates a high level of motivation and inherent desire to take career forward. Fluent in English and German, basic knowledge in Portuguese.”

Personal Details

Mag. Georg Josef Berger

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Date of Birth:	22. 02. 1972, Linz, Upper Austria
Marital Status:	Single
Nationality:	Austrian
Father:	Dr. Erich Berger, notary
Mother:	Hildegard Berger, employee
Brothers and sisters:	Mag. Leonhard Berger, management consultant Mag. Wolfram Berger, notary

EMPLOYMENT AND WORK EXPERIENCE

- 2009 - 2010 **Nantong Textile Vocational Technology College**, Jiangsu Province, Lecturer
Next to the existing English program my duty was to develop and position an Business English program.
- 2007 - 2009 **Nantong University**, Nantong, Jiangsu Province, Lecturer
Lecturer for Oral English, Culture and Writing for English majors.
- 2005 - 2006 **SMG International**, Amsterdam, Sales Executive
SMG International is the global leader providing corporate hospitality for the major sport events as the Olympic Games, the Ryder Cup and the Americas Cup. As a Sales Executive my responsibility was the Formula 1 account in this direct business to business sales environment.
03. - 11. 2005 **Les-Fantastiques**, Linz: Gym Charity „Best of Gymnastics“, Project Manager
A 90 minutes gala for a disabled sportsman's rehabilitation produced in co-operation with the ORF.
03. – 12. 2004 **Hartl Powercrush** (6 month contract), Marketing Executive
- Building up the in-house marketing. This included analysing previous marketing activities (i.e. account surveys, creative processes, supplier relationships, specifications, internal and external communication processes)
 - Identifying strategic directions through interview processes, questionnaires and meetings with the managing partners. Creating internal processes ensuring successful project and knowledge management. Creating a deeper understanding for the building machinery services to encourage cross-selling activities.
 - Preparing a marketing plan which included budget, internal handling processes (analysis procedures, controlling mechanisms, meeting structure and feedback loops) and agency brief for agreed direction.

EMPLOYMENT AND WORK EXPERIENCE

1. 1999–05. 2004 **ORF Oberösterreich**, broadcasting company, Event-Manager
Working for over 5 years at ORF, a state owned broadcasting company comparable to the BBC. My duties included the organising and implementation of both internal and external events from initial research, preplanning, venue sourcing, specification checks, acquiring outside technical support, budgeting, staffing (up to 60 workers), PR and promotion, scheduling, event co-ordination, implementation and monitoring, documentation and evaluation.

1. - 12. 1998 **Com.munal Beratungsgesellschaft Wels**, Public relations agency for political parties, key account
Development and Implementation of a digital information system for Austria's Agricultural Ministry in Vienna as well as for Agricultural Commission in Brussels. Project allowed for new ideas to be sorted, analysed and feedback to be added to the database, all of which allowed easier decision making and access to relevant information. Image Management, strategically planning

1. – 12. 1997 **Zoffl Hoff Werbeagentur**, project leader election campaign, Italy and Austria
Development of the voting system for Luis Durnwalder, Bozen (Italy) and Dr. Gollegger, Salzburg (Austria). Duties also included the analysis of incoming information as well as presenting strategies to the candidates.

1. – 10. 1996 **Market**, Dr. Beutelmeyer, market research, interviewer

1. – 06. 1996 **OGM Wien**, market research, interviewer

- 1994 – 1995 **Thyssen Bergbau**, Duisburg, NRW, Germany, miner

EMPLOYMENT AND WORK EXPERIENCE

1. – 09. 1994

Mannesmann SA, Belo Horizonte, Minas Geras, Brasil

Production of usable road building materials produced from residual material from furnace ovens. This included the analysis of chemical composition, crushing and sizing operations.

1990 – 1993

VOEST ALPINE Linz, heavy industry, blast furnace, trainee

EDUCATION

1996 – 2004	Paris Lodron University Salzburg , Mag. rer. Phil. (equivalent to MA), see attached notification of award. “New cultural concepts in city marketing”
1990 – 1996	Montan University Leoben , Geological Science (1 st level of three)
1986 – 1990	Secondary school Perg
1982 – 1986	Stiftsgymnasium Wilhering , private secondary boarding school
1978 – 1982	Primary school Mauthausen

ADDITIONAL SKILLS

Computer MS and Mac (Word, Excel, Power Point, Access, Outlook), Adobe Acrobat, Adobe Distiller, Internet Explorer, Photoshop

Languages English (mother tongue)
German (mother tongue)
Portuguese (basics)
Chinese(basics, spoken and written)
Netherlands (basics)

Driving licence International and China: car and motorbike

Ski-instructor

REFERENCES

Notification of award, Paris Lodron University Salzburg

Hartl Powercrusher

ORF Oberösterreich

University Nantong

NTVTC

English School World