

Contact

www.linkedin.com/in/

Top Skills

Strategic Communications

Writing

Non-Governmental Organizations (NGOs)

Languages

English (Professional Working)

German (Native or Bilingual)

Spanish (Elementary)

French (Limited Working)

Russian (Elementary)

Alika Heidlebaugh

Communication | Events | European Networks

Austria

Summary

Communications Manager with thematic priority in nonprofits, Europe and all things culinary. Skilled in strategic marketing, writing, sustainable development and project management. Widely traveled, passionate European, wine lover.

Experience

BÜNDNIS FÜR GEMEINNÜTZIGKEIT

Communication | Events | European Networks

May 2023 - Present (9 months)

Vienna, Austria

Weingut Mehofer-Neudeggerhof

Communication | Export

July 2017 - Present (6 years 7 months)

Lower Austria, Austria

- Developing strategies | organic since 1992
- Accounting clients especially in export markets
- Planning and attending trade fairs in Europe and overseas
- Planning and implementing advertising, public relations and sponsoring activities
- Supporting social media accounts and website
- Winemaking support
- Planning and organising events

European Forum Alpbach

Communication Manager

June 2021 - May 2023 (2 years)

Wien, Österreich

- Project management of publications
- Writing and sending newsletters and press releases
- Communication contact for the Alumni Network
- Supporting website and social media accounts

- Supporting developments of communication strategies and implementations of the new CD
- Processing press inquiries/accreditations
- Coordinating photographers
- Instructing external graphic agencies
- Supporting media cooperations
- Assisting the Head of Communications

project-related

Communication and Beverage Specialist

March 2015 - June 2021 (6 years 4 months)

Vienna

- Writing (Leopold Stocker Verlag, Falstaff Profi, Craft Bier Magazin, PONA, The Culinary Love Band, Kalk&Kegel etc.)
- Guest panelist/speaker and jury member (Biorama Fair Fair, Vienna University of Economics and Business, University of Vienna, Sommelier Competition Kazakhstan)
- Wine and beer tastings (The Brickmakers, Lösshof, Wein&Co)
- Work & Travel (travelling throughout the Americas, working with wineries in South Africa and Australia)

WINE+PARTNERS

5 years 2 months

Public Relations Consultant

April 2013 - March 2015 (2 years)

Vienna, Austria

- Developing communication strategies
- Planning and organising events
- Supporting websites and social media accounts
- Writing press releases, newsletters, brochures, etc.
- Acquiring sponsors
- Coordinating folders and adverts
- Organising and supporting press trips

Public Relations Assistant

October 2010 - April 2013 (2 years 7 months)

Vienna, Austria

Public Relations Intern

February 2010 - October 2010 (9 months)

Vienna, Austria

Nelson Tasman Tourism

Internship

October 2012 - November 2012 (2 months)

Nelson, Marlborough & Tasman, New Zealand

Supporting the Marketing Department.

ORF

Internship

August 2008 - August 2008 (1 month)

St Pölten, Lower Austria, Austria

Journalism internship with the Austrian Broadcasting Corporation - Radio, Online and TV.

ORF

Internship

August 2007 - August 2007 (1 month)

St Pölten, Lower Austria, Austria

Journalism internship with the Austrian Broadcasting Corporation - Radio, Online and TV.

Education

Universität Wien

M.E.S., European Studies · (2020 - 2021)

FH Burgenland

Master of Arts - MA, International Wine Marketing · (2010 - 2012)

Fachhochschule St Pölten

Bachelor of Arts - BA, Mediamanagement · (2007 - 2010)