

Tobias Füchslin, Dr. phil.

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Skills	Tools	Freelance Project Partners
Research Design & Management	R Statistics	Avenir Consulting Services (UK)
Data Analysis & Presentations	Python	CERN Communication & Outreach (CH/FR)
Reporting & Dashboards	SQL	Science Barometer Switzerland (CH)
Audience Surveys & Segmentations	Tableau	Novustat Statistik Service (DE)
Service Provider Management	Piano Analytics	U of Zürich & Basel Communication (CH)

Career

Jan 2020 – present	Freelance Research & Reporting Expert – fuechslin::research
Oct 2024 – Jan 2026	Data Analyst and Media Researcher – Bayerischer Rundfunk (BR)
Jul 2016 – present	Project Member «Science Barometer Switzerland», Recurring Nationally Representative Survey
Jan 2021 – Sep 2024	Research Manager Online – Mediapulse AG External Lecturer – Dep. of Communication and Media Research (IKMZ)
Jan 2021 – Sep 2024	Vice President – Chess Club Seebach
Sep 2019 – Dec 2020	Senior Researcher and Coordinator, Expert Group «Communicating Sciences and Arts in Times of Digital Media» – Swiss Academies of Arts and Sciences
Jul 2016 – Aug 2019	Research and Teaching Associate – University of Zürich, Department of Communication and Media Research (IKMZ), Division Science, Crisis & Risk Communication
Aug 2015 – Feb 2016	Marketing-Assistant at «myclimate» NPO (Alternative Service)
Sep 2010 – Jun 2015	Student Associate – University of Zürich, Department of Communication and Media Research (IKMZ), Division Science, Crisis & Risk Communication

Education

Jul 2016 – Sep 2019	PhD in communication science Dissertation: Science Communication Research from an Audience Perspective – Benefits and Empirical Insights for Science Communication in Switzerland and Beyond  – final mark: Summa Cum Laude
Sep2013 – Jun2015	MA in media and communication sciences, minor: popular cultures, University of Zürich – final mark: 5,7
Sep2010 – Jun 2013	BA in media and communication sciences, minor: popular cultures, University of Zürich – final mark: 5,3
Sep 2009 – Jun 2010	Credits in BA Mathematics and Physics, ETH Zürich
Jul 2002 – Jun 2008	Gymnasium (academic high school), «Institut Dr. Pfister», Oberägeri, Zug

Selected Projects

- **BR Social Media Report:** Produced monthly PDF reports on the performance of Bayerischer Rundfunk's social media channels (YouTube, Instagram, TikTok, Facebook).
[#reporting](#) [#socialmedia](#) [#YouTube](#)
 - **ARD Media Performance Dashboard:** Co-designed and co-managed the development of a cross-channel performance dashboard for all ARD competence centers.
[#teameffort](#) [#dashboarding](#) [#productmanagement](#)
 - **Swiss Online Content Traffic Data:** Developed and published a public Tableau dashboard visualizing official online usage figures for the Swiss publisher market.
[#dashboarding](#) [#visualization](#)
 - **BR24 Topic and Decision Models:** Analyzed key drivers of news-article performance and provided editorial consulting for the BR24 newsroom.
[#datamodeling](#) [#consulting](#) [#onlinenews](#)
 - **Quarks Brand Study:** Co-designed and analyzed a nationally representative survey on the perception and use of science brands in Germany, followed by advisory sessions with multiple ARD editorial teams.
[#teameffort](#) [#surveyresearch](#) [#consulting](#) [#mediabrands](#)
 - **ARD-KLASSIK Optimization Survey:** Designed, executed, and presented a community survey of ARD-KLASSIK users to optimize web and social media offerings.
[#audienceanalysis](#) [#consulting](#) [#mediabrands](#)
 - **Audiences of Science Communication:** Collected and segmented nationally representative data on public attitudes in Switzerland toward science and research.
[#segmentation](#) [#surveyresearch](#) [#sciencecommunication](#)
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