



# Moritz Philipp HAAF

**Personal Motto:** "Without data you're just another person with an opinion." ~ by W. Edwards Deming

Certified Data Analyst with a robust track record in sports, media, and technology sectors. Specialized in developing data-driven solutions focused on customer engagement. Skilled in designing digital customer journeys and managing complex projects using agile methodologies. Proficient in overseeing product lifecycles, enhancing user experiences, and using data analytics to improve sales efficiency and target audience engagement.

## Work Experience

**01/2025 - current**

**PUBLICIS MEDIA AUSTRIA**

**Senior Digital Data & Dashboard Manager**

- Development and implementation of data visualization and automation projects for digital campaigns.
- Consulting on data strategy and product development with a focus on AI-driven analytics.
- Facilitating communication between departments in Austria and international teams across the network.
- Driving the development of data visualization and automation expertise within the agency.
- Participating in the agency's data strategy and product development, tailored to my expertise and qualifications.

**07/2024 - 12/2024**

**REGIONALMEDIEN AUSTRIA AG**

**Analytics & Ad Tech Development Manager**

- Optimization of RMA's Ad-Tech-Stack including analyzing and implementation of data-driven sales strategies.
- Analysing traffic and user flow assessments using Google Analytics & Piano Analytics
- Responsible for Data Management Platform to build and maintain user segments
- Development of an internal Looker dashboard with financial and performance KPIs.

**08/2022 - 04/2024**

**RED BULL MEDIA BRAND NETWORK | RED BULL MEDIA HOUSE**

**Digital Competence Specialist**

- Optimization of advertising monetization and analysis of digital user data.
- Management of advertising campaigns in Google Ad Manager for YouTube & Red Bull platforms.
- Implementation of new ad formats & technical solutions in collaboration with internal teams.

**10/2021 - 09/2022**

**SPORTRADAR AG | SPORTRADAR MEDIA SERVICES GMBH**

**Manager Digital Advertising**

- Optimization of programmatic advertising through data analysis & machine learning.
- Development of audience segmentation models to improve advertising strategies.
- Execution of A/B testing and performance analysis for digital campaigns.

**06/2021 -08/2022**

**HAWK-EYE INNOVATIONS LTD (Freelancer)**

**Football Systems Operator**

- Operation and maintenance of VAR and video review systems for the Austrian Bundesliga & UEFA competitions.
- Replay Operator for professional football matches, supporting decision-making through video technology.
- Application of project management skills to optimize sports technology processes.

**02/2019 - 09/2022**

**E2 COMMUNICATIONS GMBH**

**Oddserve & Ad Operations Manager**

- Managed ad campaign setups and operations across platforms like Adition, Epom, and Adform, using data analytics to optimize performance
- Developed and maintained client websites using WordPress, integrating analytics to enhance user engagement and conversion tracking
- Supported key account management and project execution, implementing data-driven reporting mechanisms to improve campaign insights and decision-making

## Education

**Master - MA in Business**

FH St. Pölten (2019-2021)

Digital Media Management

Master Thesis:

"GDPR Compliance of alternative Webtracking Methods"

(Overall Grade: 1.9 - Passed with Merit)

Minors: Innovation & Business Dev. + Content & Programme Mgmt

**Bachelor - BSc (WU)**

WU Wien (2014-2018) - BWL

Bachelor Thesis: "Integration of Migrants through Team Sports"

(Grade: 2.3) Exchange Semester: Birmingham UK (Aston University)

Minors: Service & Digital Marketing + Accounting & Taxation

## Contact

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## Professional Skills

**Data Science & Analytics**

Python (Pandas, Scikit-learn, TensorFlow), SQL, R, Machine Learning (basic experience with Random Forest, XGBoost),

Data Visualization (Power BI, Tableau, Looker Studio, Datorama),

Cloud Computing & Data Management (BigQuery, SQL Databases)

**Project Management**

Agile Methods (SCRUM, Kanban)

Cross-functional Teams & International

Collaboration.

Dashboard Development & Data-Driven Decision Making

**Sports Technology &**

**Ad Tech**

VAR & Replay Technology for Professional Football (Hawk-Eye),

Tracking & Event Data Analysis in Football

Programmatic Advertising & Audience Analytics

(Google Ad Manager, Adform, Adition)

## Certificates

**Codecademy:**

- Professional Certificate Data Scientist: Data Analytics, Machine Learning
- Professional Certificate BI Data Analyst

**Datacamp:**

- Professional Certificate Data Analyst

**Google Analytics:**

- Individual Qualification
- Advanced GA Certificate
- Internal GA4 Training at Red Bull (02/24)

## Language

**German** C2

**English** C1

**French** A2

**Polish** A1