

Klaus Reissenweber

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EDUCATION

The University of Texas at Austin

May 2024

Bachelor's of Science in Advertising from Moody College of Communication with Texas Creative Course Sequence
Minor in Media and Entertainment Industries

Advertising and Public Relations Research, Introduction to Advertising Creativity, Introduction to Integrated Brand Communication, Integrated Communications Management, Integrated Communications Campaigns

EXPERIENCE

Duffl - Austin, TX

July 2022 - March 2023

Marketing Manager

- Started and managed a successful delivery service company that provides fast and reliable delivery solutions
- Developed and implemented marketing strategies that resulted in a consistent weekly growth in sales by 30%
- Hired and trained a team of 15 employees and managed their performance to ensure high-quality service delivery and a thriving and highly sought-after workplace culture
- Conducted market research and analysis to identify new business opportunities and build strong relationships with organizations resulting in 8 long-term partnerships
- Developed innovative solutions to meet customer needs by decreasing average delivery times by 22% and average OOS% to under 10%
- Designed illustrated assets for OOH and social media using InDesign and Adobe Illustrator to grow brand awareness, resulted in the accumulation of 800 followers, reaching over 4000 accounts and engaging 700

The Ballroom at Spider House - Austin, TX

November 2021 - May 2022

Concert Promoter

- Promoted and organized concerts and events for over 20 emerging and established artists of a variety of genres
- Collaborated with booking agents and venue managers to organize over seven shows
- Developed creative marketing strategies to boost ticket sales and event attendance by 23%
- Managed event budgets and finances
- Coordinated with production teams to ensure successful execution of each event

Afterglow Music Magazine - Austin, TX

August 2021 - May 2022

Creative Director for Events and Promotion

- Collaborated with artists, venues and mentors to execute over 15 shows and social events
- Promoted shows through effective use of social media, resulting in a 24% increase in ticket sales and a 16% improvement in Instagram engagement
- Collaborated with a team to plan events to facilitate communication within different divisions of the organization

LEADERSHIP EXPERIENCE

Phi Kappa Tau Beta Alpha Chapter - Austin, TX

August 2021 - December 2022

Social Chair

- Organized and executed over 30 events including mixers, date events, formals, and non-social related fraternity functions
- Developed social media presence to improve campus reputation by expanding follower count 40%
- Communicated and collaborated effectively with other executive board members and external organizations
- Created partnerships with local artists and social media platforms to boost ticket sales by 45%

SKILLS

Design: Adobe Photoshop, InDesign, Illustrator, Canva, HTML, CSS, JavaScript

Social Media: Twitter, Facebook, LinkedIn, Google+, Hootsuite, Wordpress, TikTok, Instagram, Snapchat, Vimeo

Research: Mintel, SRDS, SPSS, SAS, LexisNexis, PRIZM,

Media: Google Adwords, Google Analytics, SEO

Productivity: Microsoft Office Suite, Zoom, Microsoft Teams, Slack, Notion