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Education/Academic

2012 - 2020 Danube-University Krems, Online-Media Marketing

- Master Thesis: B2B Influencer Marketing

2001 - 2009 University of Economy, Vienna, Business Administration

- General Management, Transport & Logistics

2006 Bentley College, Summer University

- Customer-Centric Marketing

Work/Experience

since 2012 Self employed, AUGUST digital, Content & Influencer Marketing

- Online-Marketing & Strategy Consultant
- Content & Influencer Marketing Projects
- Speaker & Trainer
- Blog: Weibi.at 2018 / august.at bis 2022 / viktoriaegger.com

since 2019 Lector , Danube-University Krems

- Influencer Marketing

since 2015 Trainer, Austria Press Agency

- Workshop / Webinar: Influencer Marketing Communication

2009 - 2012 Digital Marketing Specialist, Milka, Event Marketing & Sponsoring

- Blog, Social Media & Content-Marketing, Events for Milka Ski Stars

Expertise Content-Marketing

- **Influencer Marketing**, for Promedico, Granfenegg, Jacques Lemans, Wörthersee Tourism
- **Content-Marketing**, for Bipa, A1, Blumenkultur
- **Social-Media-Marketing**, for Blumenkultur, Hausner
- **E-Mail Marketing**, for Hausner & Hausnerr, BohoQuartier
- **E-Commerce**, for BohoQuartier, Blumenkultur

Skills & Interests

Languages: English (negotiable), Spanish (fluent))

Technology: WordPress, Adobe Products, Canva, Mailchimp/ Active Campaign, Notion

Interests : Nutrition, Health, Hiking, Yoga, Travel, digital future