

Curriculum Vitae

Dipl.-Ing. (FH) Dieter Zirinig

www.sugarmelon.com
dieter@sugarmelon.com

XING
https://www.xing.com/profile/Dieter_ZIRNIG

LINKEDIN
<http://www.linkedin.com/in/zirinig>

Facebook
<http://www.facebook.com/sugarmelon>

Personal Details

Name	Dipl.-Ing. (FH) Dieter Zirinig
Date of birth	9th of June 1975 in Vienna
Nationality	Austria

Practical Experience

09/2009 - present

Hewlett-Packard
Digital Ecosystem Worldwide
Digital Strategy/Corporate Marketing

Defining, driving and executing worldwide digital strategies for HP, focusing on Social Media. Online-Marketing-Activities within the Digital Ecosystem around HP.

Remote Management in a worldwide organization within an english speaking environment.

06/2005 - 08/2009

Hewlett-Packard Austria, Vienna
EMEA HP Interactive Marketing & Customer Experience
Country Manager Austria

Responsible for country marketing activities on and around hp.com to drive business results via ongoing improvement of marketing effectiveness based on metrics reporting and the online transactional funnel (ACPPPL), analyzing and researching. Leadership in Web 2.0- and Digital-Marketing activities: Consulting, informing and educating about situation and latest trends. A key element is driving the two-way-communication with Country Marketing & Business Unit stakeholders and build/strengthen marketing relationship. Strong relationship with external ad-agencies and external partners.

06/2008 - 10/2009

Neuwal. Neuwahlen in Österreich 2009.
Initiator

<http://www.neuwal.com> – Political Social-Media-Project around the national-elections 2009 in Austria with Blogs, Facebook, YouTube, Twitter to funnel current topics, events and movements.

Journalistic approach by generating interviews, statements, feedback and opinions from all relevant austria parties and politicians in form of video- and podcasts - cooperation with the Austrian national public service broadcaster ORF.

Neuwal was the first alternative online media in Austria in reporting around political elections in Austria.

Curriculum Vitae

Dipl.-Ing. (FH) Dieter Zirinig

06/2009 - 10/2009

WALjournal. Generating Dialogs.

Initiator

http://www.waljournal.com – Generating and producing LIVE-Video-interviews with politicians, opinion-leaders to current relevant political topics. Broadcasting it live to the internet and generating ongoing discussions and dialogs by using Social Media Lifestream Platforms like Twitter, Chat and Live-Streaming.

Political Social-Media-Project around elections and ongoing political news: Making use of current online-media-possibilities.

1999 - present

Sugarmelon. Digital Mindshift – Coaching, Ideas, Innovation.

Initiator, CEO

Generating Dialogs, Coaching in the area of life, business development, Social Media, opportunity-creating and ideas within my own created label.

08/2003 - 06/2005

DRAFTFCB: Directmarketing & Interactive GesmbH, Vienna

Account Management, Online-Marketing

Technical Head

Responsible for the Online-Departement of the worldwide acting advertising agency DRAFTFCB: Accounting and Technical Head.

10/2002 - 05/2003

the diamond:dogs group, Vienna

Marketing, Development, Projektmanagement (Internship)

07/2002 - 08/2002

Phoenix SG Ltd., England, Burton on Trent

Projectmanagement, Development (Internship)

Internships

07/2001 - 08/2001

UNiQUARE Financial Solutions, Krumpendorf/Wörthersee

07/2000 - 08/2000

UNiQUARE Financial Solutions, Krumpendorf/Wörthersee

07/1999 - 08/1999

GENESiS Software, Krumpendorf/Wörthersee

06/1996 - 09/1996

Wörthersee Navy, Stadtwerke Klagenfurt

beyond studying

McDonalds Restaurant, Klagenfurt

Mangolds Restuarant, Klagenfurt

Monkey Circus, Velden/Wörthersee

Telemarketing Austria, Klagenfurt

Curriculum Vitae

Dipl.-Ing. (FH) Dieter Zirinig

Education

2008 - 2010	Academy for Systemic Coaching and Management Consultancy, ASO/Vienna Post-Graduate Study in Management Consulting and Systemic Coaching <i>Coaching in the context of economic organizations, Systemic NLP, Systemic Organizational and contextual analysis, External and internal coaching in learning organizations, Coaching as a leadership dimension, Systemic constellations organization - providing solutions, Gender Coaching, Conflict-Coaching and mediation within teams, Mobbing, Burnout</i>	Social Economy
2008 - present	University of Vienna, Sprachenzentrum Austrian Sign Language – Österreichische Gebärdensprache <i>Course in learning the Austrian Sign Language with native speakers.</i>	Social Culture
1999 - 2003	University of Applied Sciences, Hagenberg Digital Media, Mediatechnology and -design <i>graduated as Master of Science with honor (Dipl.-Ing. FH) Diploma examination on "Law of communication media" Masterthesis: "Modelling of architecture templates for generating web-applications with UML"</i>	Technology Design Economy
10/1996 - 07/1998	College for Tourism, Kärntner Tourismusschulen KTS Diploma in Economy and Tourism (Tourismuskaufmann) <i>College for Business and Marketing in the area of Tourism Industry with the opportunity of generating business in the area of hotel, gastronomy and travel agency. Complete education in tourism management and cooking.</i> <i>Thesis on "New Media in Tourism" (Marketing & New Media)</i>	Marketing Tourism
09/1990 - 07/1995	Commercial Academy I, Klagenfurt A-Levels, Main subjects: Marketing, Information Management, Economics	Economy
1985 - 1990	High School for Music, Klagenfurt/Viktring	Music

Curriculum Vitae

Dipl.-Ing. (FH) Dieter Zirinig

Achievements

2009	IAB WebAd	1 st , Best integrated brand experience (Hewlett-Packard, „Euro2008“)
2008	IAB WebAd	1 st , Mobile Advertising (Hewlett-Packard, „Turn IT on its heads“)
2007		Key Performer within Hewlett Packard 2007 HP Achievement Recognition Program for Innovation (US) IAB WebAd 1 st , Most creative campaign (Hewlett Packard, Online-Campaign) IAB WebAd 1 st , Best Mediastrategy (Hewlett Packard, Podcast- and Blog-Project)
2004		Golden Award Montreux (SAMSUNG, Black and White) Golden Award Montreux (SAMSUNG, Coloring) Employee of the month, DRAFTFCBi Directmarketing & Interactive/Vienna etat.at-Maus/derstandard.at - Best Internet-Campaign 2004 Shortlist DMVO 3 rd with SAMSUNG DMVO 3 rd , New Media Application (“Tanzquartier Wien”) PUSH UP 2 nd , Interactive Campaign (SOS Kinderdorf)
2002		Student of the year 2002, University of Applied Sciences Hagenberg

Accomplishments

School/University	1999 - 2003	Head Boy, University of Hagenberg
	1993 - 1995	Head Boy, Commercial Colleg
	1993	Member of the Carinthian Youth-Parliament
	1990-1995	Class Representative, Commercial College
	1989 - 1990	Head Boy, High School
	1987 - 1990	Class Representative, High School
Radio	2000 - 2001	Radio FRO in Linz/Austria <i>Moderation, Concept and Technics</i>
Studentmagazines		Publisher and coopertor of three student- and pupil-magazines „Der rasende Reporter“ „News for VUPs“ „DANACH“

Voluntary Service Aids Hilfe Wien (since 2001)

Curriculum Vitae

Dipl.-Ing. (FH) Dieter Zirinig

Languages

German	fluently written and spoken (native speaker)
English	fluently written and spoken (english as a working language at Hewlett-Packard since 2005)
Italian	experienced writing and speaking skills (learned italian for more than 8 years, A-Level)
French	basic skills (basic skills, A-Level)
Sign Language	experienced skills

Brand Experience

International	Hewlett-Packard SAMSUNG Western Union IKEA Mondi LEXUS	
National	ONE Cosmos Österreichische Wirtschaftskammer Österreichischer Wirtschaftsbund Stadt Wien Gröbi	FUNDER/FUNDERMAX SOS Kinderdorf Fonds Soziales Wien Tanzquartier Wien Bank Austria