

Curriculum Vitae



Name Matthias Gerstl, BSc
Date of birth 3th Dec, 1990
Citizenship Austria
Address A-1050 Vienna
Mobile +43 676 95 888 41
Mail hello@matthiasgerstl.com
Web www.matthiasgerstl.com

Experience

- Digital Project Manager** **AIR LIQUIDE AUSTRIA GmbH | Gas Industry**
Apr 2017 - present Sales Excellence & Competitive Intelligence | Industrial Merchant
Participant of the Air Liquide Leading Excellence Trainee Program
Digital Transformation, Customer Portal Deployment, Lead Generation, Lean Management, CRM, google Shopping-AdWords-Analytics, Social Media Marketing, Conception & Execution of Landing Pages
NWE Cluster Core Transformation - Air Liquide BENELUX | Large Industries
Expat mission in Brussels, Belgium / Feb 2018 - Jun 2018
Gap Analysis for eSafetyOnboarding & eWorkPermit, Deployed Mock-ups & set up full Project Plan incl. Risk Analysis; Reviewed Value coCreation with Shell & established Strategic Framework for roll-out
- Founder & Owner** **artrective.com e.U. | e-commerce**
Oct 2016 - ∞ maccias.com | Digital Transformation Consulting
Video- & Photography, Executing of Customer Centric Digital Marketing Campaigns, Omni- & Multichannel Strategy Development, Marketing Conversion Management
Aug 2013 - ∞ artrective.com | Online Art Marketplace
Product & Project Management, Administration Back Office, Social Media Marketing, google AdWords, Search Engine Optimization, Product & Advertising Photography, Content Management, Conception & Execution of Marketing Campaigns, Customer Acquisition
- Intern** **Boso GmbH & Co KG | Medical Technology**
Jul 2013 & Jul 2012 Maintenance of Sphygmomanometer, Documentation & Reporting, Logistics
- Intern** **Boehringer Ingelheim RCV Austria GmbH | Biotechnology**
Jul 2008 - Aug 2008 Validation of Software Roll-Outs, Evaluation & Improvement of Thin-Client Architecture
Jul 2007 - Aug 2007 Commissioning & Commodities Management of Pharmaceuticals

Education

- Bachelor of Science** **Bioengineering - Bioinformatics**
extra occupational FH Campus Wien - University of Applied Sciences, A-1100 Vienna
Aug 2013 - Jun 2016 Molecular Genetics, Genome Editing, GMP & Quality Management, Downstream Processing, Bioprocess Engineering, Micro- & Cellbiology, Biological Analysis, Fermentation & Laboratory Practicum „Functional Transformation“, Python 3.5 Software Development
- Bachelor of Science** **Biomedical Engineering - Canceled**
full time FH Technikum Wien - University of Applied Sciences, A-1200 Vienna
Sep 2012 - Jun 2013 Medical Physics, Systemic & Topographic Anatomy, Organic & Polymer Chemistry, Biomedical Software Development, Laboratory Practicum
- Engineer (Ing.)** **Industrial Engineering - Technical Processmanagement**
Sep 2006 - Jun 2011 HTBLVA for Textile Industry & Data Processing, A-1050 Vienna
Product Management, Product Development, Project & Process Management, Quality Assurance, Business Economics, Marketing & Controlling, Statistics, Installation & Inspection Engineering, Ressources & Environmental Management

Skills

MS Office ●●●●●● Illustrator ●●●●●● InDesign ●●●●●● Photoshop ●●●●●● Premiere Pro ●●●●●● Python 3.5 ●●●●●●

Interests

Photo- & Videography | Contemporary Art | Traveling | Technical Climbing

Languages

German | 1st Language Englisch | Fluent

Lean Management

Green Belt verified

Driver Licence Class B

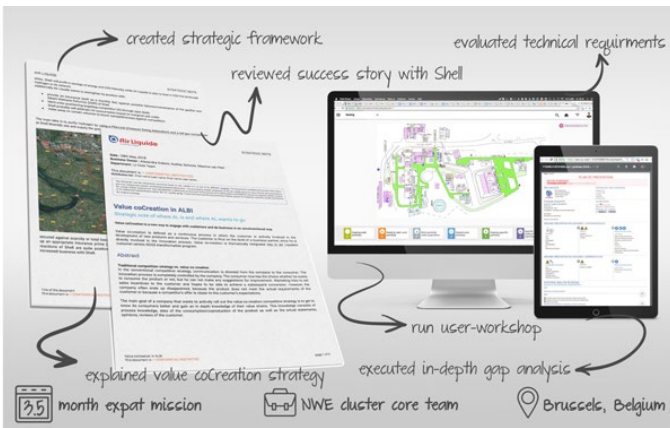
Travel Readiness 100%



Track Record

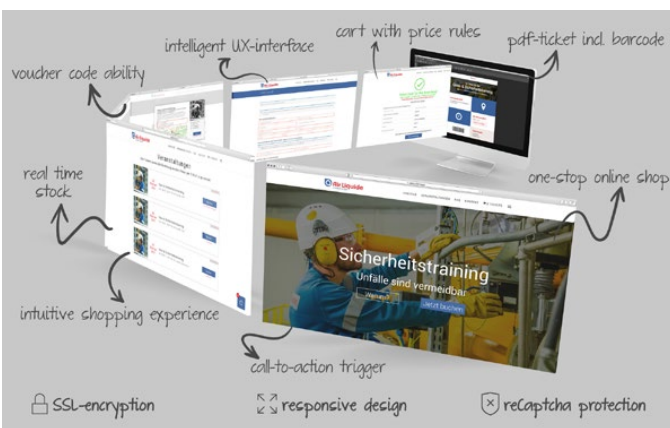
eSafety applications & Value CoCreation | Expat Mission

- organized & led a 3-days workshop with over 25 site ambassadors from NWE cluster
- delivered 2 gap-assessments incl. risk analysis for the roll-out of eSafetyonboarding & eWorkPermit
- achieved full on-boarding commitment from enduser
- set up full project management plan and delivered results in time & over expectation
- summarized achievements of existing value coCreation
- provided full explanation how to understand & apply value coCreation
- established strategic framework for applying VC on other customers



Gas & Safety Training | Online Shop

- deployed, managed and led roll-out of landing pages for Germany & Austria
- analyzed customer journey by using heat maps & tracking tools
- established a market leading one-stop online shop with automated pdf-ticket generation
- Implemented smart shopping cart with price rules and voucher code
- created a connection between online-shop and ticket management app
- promoted safety trainings with e-mail newsletter campaign
- Newsletter opening rate: >39%, click rate: >8% (Industry average: 15%, 3%)



Youtube Influencer Marketing Campaign | Growth Hacking

- established long-term collaboration with the leading DIY influencer on youtube within the german-speaking area
- analyzed & deployed complete sales journey for ALbee gas offer in Germany & Austria negotiated sponsorship & product placement with influencer
- implemented voucher-campaign incl. customer data collection process
- positive ROI achieved within 16 days
- published 2 review videos with currently over 30,000 views



Customer Centric eServices | Conversion Management

- deployed, managed and led roll-out of landing pages for Germany, Austria and Switzerland (CWE Cluster)
- established a customer data collection process through high conversion utilized landing pages
- landing pages manage opt-in for eInvoice, eDelivery Notes, eClaim and customer portal conversion
- crosslinked sections to use any single customer touchpoint
- UX-enhanced one pages with triple data back-up
- compliant to General Data Processing Regulation (GDPR)
- endurance supported by SSL-encryption, responsive design, reCaptcha protection and heatmap analyses



University of Applied Sciences FH Campus Wien

Diploma

The University of Applied Sciences Council awards

Matthias Gerstl

born on December 3rd, 1990 in Vienna, Austria,
citizen of Austria,
student of the bachelor degree programme

Bioengineering

(study code 0539)

who successfully passed the degree examination on June 23rd, 2016,
at the University of Applied Sciences
FH Campus Wien

pursuant to § 6 para. 1 of the University of Applied Sciences Studies Act - FHSStG,
Austrian Federal Gazette No. 340/1993, as amended,
the academic degree

Bachelor of Science in Engineering

abbreviation

BSc or B.Sc.

Vienna, July 8th, 2016

On behalf of the University of Applied Sciences Council:
The chairperson of the University of Applied Sciences Council



FH-Prof. Dr. Barbara Bittner

SPONSIONS BESCHIED CERTIFICATE OF GRADUATION

Das Kollegium der Fachhochschule Campus Wien verleiht
The University of Applied Sciences Council awards

Matthias Gerstl

geboren am 3. Dezember 1990 / born December 3rd 1990
Staatsbürgerschaft: Österreich / citizen of Austria

der durch Ablegung der abschließenden Prüfung am
23. Juni 2016 den FH-Bachelor-Studiengang
„Bioengineering“, Studiengangskennzahl 0539
ordnungsgemäß abgeschlossen hat, gemäß § 6 Abs
1 FHStG, BGBl. Nr. 340/1993, idgF,

who successfully passed the degree examination on
June 23rd 2016, of the bachelor degree programme
„Bioengineering“, study code 0539 pursuant to § 6
para. 1 of the University of Applied Sciences Studies
Act - FHStG, Austrian Federal Gazette No.
340/1993, as amended,

den akademischen Grad
the academic degree

„Bachelor of Science in Engineering“ („BSc“ - „B.Sc.“)

Rechtsmittelbelehrung:

Gegen diesen Bescheid ist gemäß § 10 Abs 6 FHStG,
BGBl. Nr. 340/1993, idgF, eine Beschwerde beim
Bundesverwaltungsgericht zulässig. Sie ist innerhalb
von vier Wochen ab Zustellung bei der belangten
Behörde (Kollegium der Fachhochschule Campus Wien)
einzubringen.

Explanation on right of appeal:

This decision may be appealed against at the Federal
Administrative Court in accordance with § 10 para 6
FHStG, Austrian Federal Gazette (BGBl.) No. 340/1993,
as amended. The complaint is to be filed within four
weeks after delivery at the relevant authority
(University of Applied Sciences Council of FH Campus
Wien).

Wien, am 8. Juli 2016

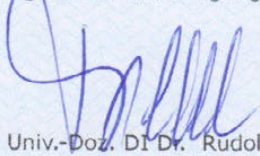
Vienna, July 8th 2016

Für das Kollegium / On behalf of the University of Applied Sciences Council

FH-Prof. Dr. Barbara Bittner eh.

Leiterin des Kollegiums der Fachhochschule Campus Wien
Chairperson of the University of Applied Sciences Council

Für die Richtigkeit der Ausfertigung:



(Hon.-Prof. Univ.-Doz. DI Dr. Rudolf Friedrich Bliem)



**HÖHERE BUNDES- LEHR- UND VERSUCHSANSTALT FÜR
TEXTILINDUSTRIE UND DATENVERARBEITUNG**

WIEN V, SPENGERGASSE 20

Schulkennzahl: 905417

DVR: 0064301

Zahl des Prüfungsprotokolls: 5/2011/5BHBMZ

Schuljahr 2010/2011

Reife- und Diplomprüfungszeugnis

Gerstl Matthias

Familien- und Vorname(n)

geboren am 3. Dezember 1990, hat sich an der

**Höheren Lehranstalt für Betriebsmanagement
Ausbildungszweig Technisches Prozessmanagement**

dieser Schule vor der zuständigen Prüfungskommission gemäß den Vorschriften der Verordnung des Bundesministers für Unterricht und kulturelle Angelegenheiten über die abschließenden Prüfungen in den berufsbildenden mittleren und höheren Schulen, BGBl. II Nr. 70/2000, in der geltenden Fassung, der

Reife- und Diplomprüfung

unterzogen und diese

mit ausgezeichnetem Erfolg bestanden.

Gesamtbeurteilung: mit ausgezeichnetem Erfolg bestanden, mit gutem Erfolg bestanden, bestanden, nicht bestanden.