

RICHARD MERTENS

Master of Science, Marketing (WU)

Vienna, Austria
+43 660 5688 732
richard.mertens@hotmail.com

Portfolio: richardmertens.com

BRAND MARKETING · CREATIVE STRATEGY · CAMPAIGNS
CONTENT PRODUCTION · PAID SOCIAL · ART DIRECTION



Experience (01)

09/2023 - Present

Brand Marketing & Art Direction

Audio Tuning Vertriebs GmbH

Brands: Pro-Ject Audio Systems / TONE Factory / MOSound / Musical Fidelity / Verdier

6 months full-time + Part-time alongside MSc studies

Develop and execute integrated marketing and communication campaigns across digital, social and offline channels

Conceptualize campaigns and creative initiatives from initial idea through production and rollout

Manage product and brand communication across Pro-Ject and additional audio brands

Produce campaign assets including product photography, video, social content, print and digital materials

Plan and manage organic and paid social activities across Meta, TikTok and YouTube

Develop creative variations, conduct A/B tests and analyze campaign KPIs to optimize future activities

Conceptualize and execute email marketing, newsletters, sales promotions and brand collaborations

12/2022 - 03/2023

Instore Scout / Field Researcher

Focus Marketing Research | Freelance

Primary data collection in FMCG retail stores with the focus on:

Test purchases

Promotion checks

Availability checks

Assortment analyses

Shopping cart analyses

08/2013 - 05/2018

Administrative Assistant / Institute Officer

Institute of Astrophysics, University of Vienna

Vocational Apprenticeship + Institute Officer

Completed a three-year vocational apprenticeship in administration, followed by a part-time role as Institute Officer

Supported budgeting, cost accounting, invoice processing and financial administration using SAP

Coordinated administrative processes related to personnel, contracts, travel expenses and visiting professors

Supported the planning and execution of conferences, seminars, workshops and public events

Managed website content in TYPO3 and assisted with external communication and public outreach

03/2023 - 08/2023

Commercial Sales Management

Volksbank Wien AG | Internship

Supported sales campaigns and internal projects with a focus on payment services

Developed sales-support initiatives and coordinated activities across Marketing, Sales, Legal and Compliance

Conducted campaign controlling and performance reporting

Education (02)

2023 - 2026

MSc Marketing

Vienna University of Economics and Business (WU)

Ranking #12 QS World Masters In Marketing

Selected Coursework

Digital Marketing · Artificial Intelligence in Marketing · Search Engine Marketing & AI-Driven Search · Growth Hacking · Global Marketing Strategy · Marketing Analytics · Consumer Psychology · Business Modelling & Innovation

Master’s Thesis

The Slow Playback: How Video Pace, Retro Visual Style and Brand Positioning Shape Click-Through Rate in Turntable Ads

Conducted a 2x2x2 field experiment using real Meta / Instagram advertising campaigns

Examined the effects of video pace, visual style and brand positioning on CTR and attention metrics

Analyzed campaign performance and consumer response using R

2018 - 2023

BSc Business, Economics and Social Sciences

Vienna University of Economics and Business (WU)

Selected Coursework

International Brand Management · Consumer Psychology · Marketing & Consumer Research · Service & Digital Marketing · CRM / Customer Management · Global Marketing Communication

Bachelor's Thesis

The Impact of Self-Brand Discoveries on Consumer Behaviour

Skills & Tools (03)

Creative

Adobe Photoshop · Adobe Illustrator · Premiere Pro · Lightroom · Canva · Final Cut Pro · Ableton Live

Marketing & Analytics

Meta Ads Manager · Mailchimp · R · Microsoft Excel

Google Analytics · TikTok Insights

AI & Emerging Tools

Generative AI for image, video, audio and creative workflows (elevenlabs.io, artlist.io, turboscribe, Adobe Firefly, Nanobana, Seedance & more)

Languages

German — Native

English — Professional Proficiency

Selected University Projects with company parnter

Developed and tested Meta advertising creatives targeting Gen Z using real campaign performance data by Pro-Ject.

Analyzed how Pro-Ject products can improve their visibility and likelihood of appearing in LLM-generated search results (Chat GPT and Gemini).

Developed and pitched a startup concept around a self-designed lighting product, including product concept and business model.

Feasible marketing entrance campaign for the austrian startup ReSQ based on campaign budget of 15 000 €.

Study for Vöslauer Mineralwasser: Future Trends of beverages

Interests (04)

Music Production · Videography/Photography · Event Management · Industrial & Interior Design · Furniture Restoration · Drone flying · Cycling · Travel & Culture (Asia, Brasil & more) · Concerts & Events · Event