



LYDIA WEGSADA

ABOUT ME

With my high ambition, patience and attention for details, I like to face new challenges and always do my work quickly and with a clear conscience. To get the best out of it, high quality is my top priority.

PROFESSIONAL SKILLS

Communication Management
Project Management
Human Resources
Process Management
Innovation Management
Marketing
Team Management
Web Content Development
Event Management

PERSONAL SKILLS

Organizational skills
Independence
Strong communication skills
Structured way of working
Flexibility
Ability to work under pressure

SOCIAL

LinkedIn
www.linkedin.com/in/lydia-wegsada

XING
www.xing.com/profile/Lydia_Wegsada

PORTFOLIO
<https://lydiawegsada.wixsite.com/lydia-wegsada>

CONTACT

Waldreichsstraße 29
3813 Dietmanns
+43 664 35 45 277
lydia.wegsada@gmail.com
08.May 1998, Waidhofen/Thaya, AUT

PROFESSIONAL EXPERIENCE

HEAD OF MARKETING, COMMUNICATIONS AND NEW MEDIA

Cardiovascular Rehabilitation Center I Gr. Gerungs - AUT | since Sep 2022

ASSISTANT MARKETING, COMMUNICATIONS & NEW MEDIA

Cardiovascular Rehabilitation Center I Gr. Gerungs - AUT | Jul - Sep 2022

CONTENT MANAGEMENT & PROSPECT MARKETING

University of Applied Sciences Wiener Neustadt - Wieselburg | Jan - Jul 2022

PRODUCT MARKETING ANALYST - PMCC DIVISION EMEA

EATON GmbH | Jul 2021 - Dez 2021

TEAM LEADER IN THE PROJECT YEAR

University of Applied Sciences Wiener Neustadt | Okt 2020 - Jun 2021

MARKETING ASSISTANT

Edizon Innovation GmbH I Amstetten | Feb 2020 - Jun 2021

STUDY ASSISTANT/ BRAND AMBASSADOR SCHOOL MARKETING

University of Applied Sciences Wiener Neustadt - Wieselburg | Sept 2018 - Jun 2020

SOCIAL MEDIA MARKETING (FREELANCER)

Wissensschneiderei OG I Linz - AUT | Feb 2019 - Jun 2019

MARKETING & COMMUNICATION ASSISTANT

23rd FAI Hot Air Balloon Championship I Gr.Siegharts - AUT | Jan 2018 - Aug 2018

INTERNSHIPS

MARKETING INTERN

TEST-FUCHS GmbH | Jun 2019 - Jul 2019

TRAINEE OF THE STAFF UNIT ORGANIZATIONAL DEVELOPMENT

Lower Austrian Regional Health Agency | Jun - Jul 2017

TRAINEE IN THE DEPARTMENT FINANCE & CONTROLLING

Lower Austrian Regional Health Agency | Jul 2016

TRAINEE SERVICE I KITCHEN I RECEPTION

La Reserve Hotel I London - UK I Jun 2015 - Aug 2015



LYDIA WEGSADA

LANGUAGES

German - mother tongue
English (C1)
French (A2)

SOFTWARE

BitQMS
MS Office - very good
ECDL Core (all 7 modules)
BMD Accounting Software
Sugar CRM
Adobe Creative Cloud
Adobe Experience Manager
CMS: Wordpress & Joomla

INTERESTS

Travelling
Photography
Red Cross
Cars, especially US Cars

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EDUCATION

MASTER OF ARTS IN BUSINESS, M.A.
PRODUCT MARKETING & INNOVATION MANAGEMENT

University of Applied Sciences Wiener Neustadt - Campus Wieselburg | since Sep 2021
Specialization: Strategic Communication Management
Semester abroad (Spring 2023) - Millikin University - Decatur - Illinois, US

BACHELOR OF ARTS IN BUSINESS, B.A.
PRODUCT MARKETING & PROJECT MANAGEMENT

University of Applied Sciences Wiener Neustadt - Campus Wieselburg | Sep 2017 - Jun 2021

Specializations:

- **Sporting Goods & Sports Fashion**
- **Wellness & Healthcare**
- **Fashion & Clothing**

A-LEVELS

Secondary school for economic professions Horn | Sep 2012 - Jun 2017

VOLUNTEERING

First Aid Instructor Austrian Red Cross I since May 2022

Vice chairwoman ÖH FH Wr.Neustadt I Wieselburg I Tulln I Jul 2020 - May 2023

Mandatar ÖH FH Wr.Neustadt I Wieselburg I Tulln I Apr 2020 - May 2023
Mandatar ÖH FH Wr.Neustadt I Wieselburg I Tulln I Feb 2019 - Jul 2019

Student representative FH Campus Wieselburg I Oct 2018 - May 2023

Head of the Event AG department (Event AG powered by ÖH) I
Apr 2018 - Nov 2021

Paramedic Austrian Red Cross I since Jun 2018

ADDITIONAL TRAININGS

Certification - Project Management Associate pma/IPMA Level D

Certification - Google Digital Workshop - Fundamentals of Online Marketing

Certificate JTBD+ODI "Explore"

Creative Pre-Incubator start-up program

Seminar "Business Simulation"