

:: Mag.a Edith MICHAELER M.A.

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Invalidenstraße 15|5|86
1030 Vienna, Austria

- Communication & PR
(Storytelling)
- Project management
- Training & Consulting

Date of birth May 5, 1980
Place of birth Salzburg|AT
Austrian citizenship

With my expertise in storytelling and strategic topic development, I would like to support you in communicating economic and political topics.

:: Professional experience ::

	Consulting & training	Public Relations & communication	Project management
• Aussenwirtschaft Austria / ADVANTAGE Austria [since 04 2025] <i>Strategic & Internal Communications - Project lead</i>		✓	✓
• Erzähl mir von Vienna Podcast producer & host [since 2018] Zeig mir Vienna [App development; media production] Project owner [since 2023]		✓	✓
• Independent projects * : PR & communication, Consulting. Training [since 2014] <i>[Auswahl]: voestalpine AG, Styria Pichler, Medienhaus Vienna, BIM - Ludwig Boltzmann Institut für Grund- & Menschenrechte, Viennaer Volksliedwerk</i>	✓	✓	✓
• fjum_forum journalismus und medien * [04 2016 - 12 2023] Project & program management, consulting & development, Grant writing; lead - Masterclass Journalistic Innovation, Certificate course in digital journalism, funding	✓	✓	✓
• Austrian Academy of Sciences * [10 2020 - 08 2022] Institute for Comparative Media and Communication Studies - Junior Researcher	✓	✓	✓
• Österreichische Medienakademie [10 2014 - 03 2016] Office Manager Vienna: Stakeholder Coordination, Program Management	✓	✓	✓

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● ISPA - Internet Service Providers Austria [09 2010 - 03 2014] Press & Public Relations, Stakeholder Management [Board of Directors]		✓	✓
● Austrian National Library [10 2008 - 08 2010] Research & Development Department: Team Lead EU project on digital long-term archiving	✓	✓	✓
● Austropapier - Association of the Austrian Paper Industry [2004 - 2007] Corporate Publishing, Public Relations, Stakeholder Management [Board of Directors & members]		✓	✓

*Working language: English

:: Education & Training ::

University programs

- **CUNY Graduate School of Journalism** [New York City] [2021]
Entrepreneurial Journalism Creators Program
- **Deutsche Universität für Weiterbildung** [Berlin] [2011-2014]
Executive Master International Media Innovation Management [M.A.]
- **University of Vienna** [Vienna] [1998-2004] Master program History & Political Sciences [Mag.a]
- **Institut d'Etudes Politiques - Sciences Po** [Paris] [2000-2001]
Programme International des Sciences Politiques

Further training

- **WIFI Niederösterreich Certification Sustainability Management / ESG** [2024]
- **Hochschule für Agrar- & Umweltpädagogik** [2022-2024]
University courses „Lernraum Natur“ & „Permakultur“
- **European Forum Alpbach** [2017] *Program on Facilitation and Participatory Leadership*
- **Kuratorium für Journalistenausbildung** [2015] *Certificate course „Trainer:in im Journalismus“*
- **Medienakademie Euregio Pannonia** [2004-2005] *Course Journalismus & PR*
- **Akademisches Gymnasium Salzburg** [1990-1998] *Matura*

Internships & Volunteering

- **Editorial internships** in Vienna, Hamburg & Salzburg [u.a. *Kurier, ORF, Gruner & Jahr*]
- **Internships** in Vienna & Brüssel [u.a. *Verbindungsbüro des Landes Salzburg zur EU, Euromedical Communications*]

Volunteering

- **Worldbright:** Consultancy network for sustainable governance & political dialogue
- **UNA for Women:** Empowering women in the global South
- **Cityfarm Vienna:** Sustainable agriculture

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:: Expertise ::

Project management

- Funding management
- Grant writing
- Stakeholder management
- Team lead

Communication

- Public Relations & PR [digital & classic]
- Strategy & conception
- Moderation & presentation
- Podcasting
- Corporate Publishing

Consulting & Training

- Workshops
- Speeches

Topics

- Local & regional journalism
- (Digital) Storytelling
- Regional Development
- Media & Innovation
- Sustainability / SDG-ESG

Funding & Awards

- Funding “Media project” & “Media launch”
Vienna Business Agency
- Ökobusiness Vienna
Certificate for „Zeig mir Vienna“ project
- Podcast-Award *kurier.at*
„Erzähl mir von Wien“

Soft Skills

- solution-oriented
- communicative
- empathic
- analytical thinking
- efficient & structured
- creative

Languages

- German [native]
- English [working language]
- French [fluent, C2]
- Spanish, Italian [B2]

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