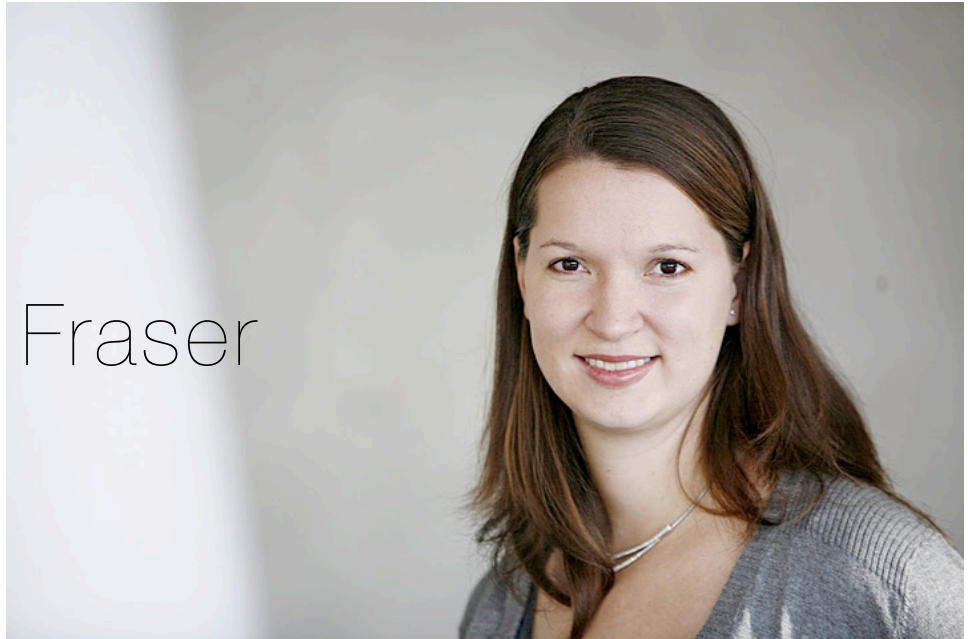


# Anneliese Fraser

Communications Manager



Anneliese Fraser  
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## Personal statement

I graduated as an "Information Designer" in 1999 at the University of Applied Sciences in Graz (Austria). My studies specialized in target group oriented communications. During my seven years of employment at D. Swarovski & Co, Austria I was Communications Manager for online and print projects as well as event organisation. Currently, I develop effective marketing strategies as a Project Officer at Saarland University, Germany in cooperation with its partner universities in Luxembourg, Belgium and France.

## Personal information

Nationality: Austrian

Date of birth: 6.11.1980 in Mürzzuschlag / Austria (maiden name: Singer)

Married to Dr. Gordon Fraser, 3 children: Victoria (2007), Julia & Katharina (2009)

## Work experience

### Saarland University, Saarbrücken / Germany, since 04 2011

Project Officer for marketing and communications in the project "University of the Greater Region", funded by the EU INTERREG IV-A Programme. Responsibilities: Developing marketing strategies in close collaboration with the Universities of Luxembourg, Trier (Germany), Kaiserslautern (Germany), Metz (France), Nancy (France) and Liege (Belgium), implementation with external partners, and copywriting.

### elibera.com, 01 2011 - 04 2011

Free-lance project: corporate design and website

### Various software engineering conference websites

Concept and design for TAP 2010 | TAROT 2010 | TAICPART 2010 | TAICPART 2011 | CSTVA 2010 | CSTVA 2011 | Mutation 2009 | Mutation 2010 | AMOST 09

### D. Swarovski & Co., Wattens / Austria, 11/2003 - 08/2011

Online Communications Manager for the Business Unit Architecture: projects in ingredient branding, online- and print communication,

01 2005 - 04 2007 Promoted to Team Deputy with additional responsibilities in budgeting and budget monitoring,

05 2007 - 08 2007 Maternity leave Victoria

09 2007 - 08 2009 Main responsibilities: photography, setup of image database (part time)

09 2009 - 08 2011 Maternity leave twins (move to Germany)

### **Various websites during the studies 2000 - 2003**

Concept, design and programming for: Christine Harter (Psychotherapy)  
Dr. Jochen Schachenreiter (Medicine) | APSYS (Psychotherapy Organization) |  
IFF (Institute for Women and Family)

### **Wien Nord Pilz, Wien / Austria, 08 - 12 2002**

Account Manager (internship) at an advertising agency, focussing on classic advertising

### **Atelier d'architecture Chaix et Morel, Paris / France, 07 - 09 2001**

Concept and design for a multilingual website with CMS for 110 projects

### **feichtingerarchitectes.com Paris / France, 07 - 09 2001**

Concept and design for a multilingual website with CMS for 70 projects

### **Firma Schrempf, Graz / Austria, 07 - 09 2000**

Internship as Event Manager in an event agency

## **Education**

**24.7.2003** Graduation as Master of Applied Sciences: Diploma Thesis

"Creative guide for unique events"

### **1999 - 2003 FH Joanneum, Information Design, Graz / Austria**

Studies specializing in conceiving and implementing creative ideas, with focus on usability in graphic design, photography, internet, film, sounds, events, exhibitions and orientation systems

**15.5.1999** School-leaving exam in German, English, French, mathematics

and an art-project "Colours in advertising"

### **1991 - 1999 Bundes Real Gymnasium Kepler, Graz / Austria 1991 - 1999**

Secondary school which specializes on informatics and mathematics

## **Skills**

**Computing.** Microsoft Office (Word, Excel, Powerpoint, Outlook), Adobe Photoshop, Adobe Illustrator, Adobe Indesign, QuarkXPress, Cinema4D, Dreamweaver, HTML, various content management systems

### **Langugage.**

German (native), English (fluent), French (conversational)

**Driving.** Full driving.

