

Clemens Höller, BSc



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Work Experience

05/2023 – present

Digital Marketing Analyst

Part-time at *marketingwerk e.U.*

- Analyzing, steering and optimizing data-driven recruiting and marketing campaigns on Meta, LinkedIn and Google Ads with campaign budgets in the high five-figure range
- Evaluating funnels, customer journeys and conversion paths to identify drop-offs, performance drivers and optimization potential
- KPI-based reporting as well as deriving and coordinating optimization measures for a wide range of clients
- Building and evolving internal databases, automations, AI-supported workflows as well as operational systems and processes

07/2025 – 09/2025

Digital & Customer Solutions

Full-time at *UNIQA Insurance Group*

- Optimizing and evolving 300+ agency websites with a focus on SEO, accessibility, compliance and quality controls
- KPI analyses and reporting on the performance of digital sales channels, including dashboards and recommendations for action
- Contributing to business product design and gaining insights into the development of a microinsurance platform

07/2021 – 08/2022

Basic military service and subsequent temporary enlistment

Full-time with the *Gardemusik Wien*

- Representational duties focusing on discipline, teamwork and confident presence at official occasions in front of high-ranking political representatives from Austria and abroad

Education

10/2025 – 06/2027

Master's Program in Digital Economy (MSc)

Vienna University of Economics and Business (WU)

- International, English-taught master's program focusing on digital transformation, technology strategy, data & analytics and consulting-oriented project work.

10/2022 – 06/2025

Bachelor of Business, Economics and Social Sciences (BSc)

Vienna University of Economics and Business (WU)

- Major in **Business Information Systems**
- Top 5% in the student ranking (cohort winter term 2022)
- Merit-based scholarship 2024/25 for outstanding academic performance (grade average: 1.0, best possible)
- **Specializations:** Business and Information Systems; Knowledge Management

09/2013 – 06/2021

Secondary school, language & communication track

Bundesgymnasium Zehnergasse (Wiener Neustadt)

- Matura (Austrian school-leaving exam) passed with **distinction**

Additional Skills

Languages

German – native speaker

English – fluent (C1)

French – good command (B1)

Advanced Latin certificate (Großes Latinum)

IT, Data & Tools

Power BI & Excel – Advanced

Python, Java, R & SQL – Advanced

AI-Automations (Make) & Prompting – Proficient

Jira & Confluence – Working knowledge

MS Office – Proficient

Airtable & Close CRM – Proficient

Interests

Chess & strategic thinking (WU Chess Club since 2022)

Music & playing the clarinet

Recreational sports & fitness

Travel & intercultural exchange