

IRIS LAMPRECHT - CURRICULUM VITAE

Personal Info

Born: 8 March 1978 in Vienna, Austria.
Citizenship: Austrian. New Zealand permanent residency awarded 2005.
Languages: German (fluent), English (fluent), French (advanced), Swedish (advanced).
Interests: Film, TV, art, media, music, photography, languages, culture, literature, cooking, skiing, boogie boarding.
Computer skills: avid MAC and PC user, excellent working knowledge of all MS Office products, advanced knowledge of Final Cut & Premiere, advanced knowledge of Adobe Premiere.

Education

February 2004 – December 2004:

The Film School in Wellington, New Zealand.
Course: Introduction to Film And Television Production
www.filmschool.org.nz
Graduation on 6 December 2004.

September 1996 – June 2001:

University of Vienna in Vienna, Austria.
www.univie.ac.at
Major in Media Studies and Journalism
Second concentration in Political Science, Art History and Sociology

Thesis on “The Millennium Dome’s communication efforts and the British press coverage: correlations and interdependencies.”

Supervisor: Univ.-Prof. Dr. Hannes Haas
Institute for Media Studies and Journalism, University of Vienna.
www.univie.ac.at/publizistik

Graduated as Master (MA) of Philosophy in Media Studies and Journalism on 10 July 2001.

October 1998 – November 2000:

Public Communications postgraduate course at the University of Vienna
www.public-communication.at
Graduation as MA in Public Relations on 7 December 2000.

1988 – 1996 Polgarstraße grammar school in Vienna.

www.polgargym.at
Final exam on 29 May 1996.

1984 – 1988 Aspern elementary school in Vienna.

Professional Experience

New Media and Film Promotion & Distribution Consulting

ongoing since March 2008

OneTiki new media company GmbH

www.onetiki.com

CEO

Tasks:

- Development of FilmTiki www.filmtiki.com
- Development of Social Media strategies for organizations
- Development of Social Media Marketing strategies for films
- Preparing and holding Social Media workshops

University Lectures

Since January 2010 (ongoing)

American Intercontinental University

Department of Mass Communications

Faculty Member/Lecturer

various ongoing lectures in Mass Communications

Since January 2010 (ongoing)

INSEEC

Lecturer

Lectures on Advertising in the UK and Media Analysis

Since October 2009 (ongoing)

University of Education, Vienna

Lecturer

Film and Online Media Production for Teachers

Start of lecture: October 2009

November 2009

INSEEC

Lecturer

Lecture on Advertising in the UK

October – December 2009

American Intercontinental University, Department of Media

Production

Guest lecturer

Workshops on Social Media, Film Pre-Production and Film Marketing

March - June 2009

University of Vienna, Department of Communication
Lecturer
Lecture on TV Advertising

May 12, 2009

Danube University Krems
Guest lecturer
Online Marketing and Distribution for Filmmakers

May 18, 2009

American Intercontinental University London
Guest lecturer
Online Marketing and Distribution for Filmmakers

March - June 2008

University of Vienna, Department of Communication
Lecturer
Lecture on TV Advertising

Social Media Consulting

March 2007 – March 2008

Loudhail Ltd

www.loudhail.com

Social Media consultant (company director)

Tasks:

- Development of a tool to measure Social Media platforms in respect to communication targets
- Research of Social Media and Web 2.0 developments
- Development of Social Media strategies for organizations
- Preparing and holding Social Media workshops

Projects:

Workshops, Discussions and Presentations:

February 2009: “The use of Social Media in Schools”

workshop for teachers

Hauptschule Plankenmais 1220 Wien (Secondary School Plankenmais 1220 Vienna)

November 2008: “The use of Social Media in Schools”

workshop for teachers

Pädagogische Hochschule Wien (University of Education Vienna)

20 / 21 February 2008: “The use of Social Media in the Public Sector”

workshop for members of the Network for Public Sector

Communicators in Wellington, New Zealand

5 February 2008: “Social Media use in Libraries”

Presentation and discussion with representatives of New Zealand

Public Libraries in Wellington, New Zealand

9 November 2007: “Social Networking at Universities”

Presentation and discussion with representatives of New Zealand

Universities’ Student Services

29 October 2007: “Social Media for Internal Communication in the Department of Labour”

Presentation at the Department of Labour, Wellington

25 October 2007: “Social Media in the Public Sector”

Panel discussion with Catrina McDiarmid (NZAid) at the

Public Communicator’s Network AGM

10 October 2007: “Social Media at Victoria University”

Presentation and discussion at Student Services, Victoria

University Wellington

24 July 2007: “Social Media 101. In Introduction”
Presentation at the University of Applied Arts in Vienna.

13 July 2007: “My Story - Writing and producing video content for
New Media platforms”
Workshop at the Wellington Fringe Film Festival in co-operation with
Bevin Linkhorn

Strategic consulting for:

- The New Zealand Film Commission www.nzfilm.co.nz
- Drossos Living Spaces www.drossos.at
- Great Safety Performance
<http://www.greatsafetyperformance.com/default.aspx>

Film Production and Festival Experience

July 2004 – July 2007

The Wellington Fringe Film Festival
www.fringefilmfest.co.nz

2006/2007: Festival and Sponsorship Co-ordinator
Tasks:

- Raising Sponsorship
- Co-ordinating entries
- Employing and co-ordinating personnel
- Co-ordinating of programme
- Filmmaker liaison
- Budget controlling
- Organising workshops and mentors
- Co-ordinating location
- Holding workshops during the Festival (Co-Host of “My Story -
Writing and producing video content for New Media platforms”
with Bevin Linkhorn in 2007)
- Developing and implementing of marketing strategy.

2004/2005: Front of House
Tasks:

- Filmmaker liaison
- Ticket sales

January 2005 – March 2008

Freelance work as a contractor on various productions in the
Departments of Production and Assistant Directors

Tasks in the Production Department:

- Compiling, issuing and distributing call sheets
- Hiring crew
- Budgeting

- Hiring gear
- Hiring and organising locations
- Cast liaison
- Compiling Daily Production Report

Tasks in the Assistant Director Department:

- Compiling, issuing and distributing call
- Compiling Assistant Director Report (daily)
- Developing shooting schedule
- Assisting the director on set
- Directing extras on set
- Getting cast through Make-Up and Wardrobe
- Looking after cast on and off set
- Signing in and out of cast and extras

2008

<u>Production</u>	<u>Role</u>	<u>Production Company</u>
TV Commercial “Becks”	Production Co-ordinator	Shoot New Zealand
Feature Film “Avatar”	Add. 3 rd Assistant Director	88o Productions

2007

<u>Production</u>	<u>Role</u>	<u>Production Company</u>
Feature Film “Avatar”	Add. 3 rd Assistant Director	88o Productions
TV Commercial “Suzuki”	Production Co-ordinator	Force Films
TV Commercial “SPARC”	Production Co-ordinator	Gladwrap Flicks
Corporate Video “Wineries”	Production Co-ordinator	Crystal Pix
TV Commercial “Adidas”	3 rd Assistant Director	Automatic Films
TV Commercial “Danone”	Production Assistant	Exile Films
Feature Promo “Home By Christmas”	Production Manager	Gaylene Preston Productions
TV Drama “My Story”	3 rd Assistant Director	Gibson Group

Watch the “My Story” teaser on <http://www.youtube.com/watch?v=xvFoyU1CHk>

2006

<u>Production</u>	<u>Role</u>	<u>Production Company</u>
TV Commercial “Tranz Metro”	Production Assistant	Sauce Films
Feature Film “The Waterhorse”	VFX Production Assistant	Waterhorse Productions
Watch “The Waterhorse” Trailer http://www.youtube.com/watch?v=04loNbaT35s		
Short Film “Ford Block”	1st Assistant Director	Sauce Films
TV Commercial “Toyota Aurion”	Production Assistant	Goodoil Films
Watch the “Toyota Aurion” commercial http://www.aurionv6.com.au/toyota/aurion/ and		click on “Multimedia Gallery”, TV Ads
TVC “Smokefree Cars”	Production Manager	Flying Fish
Proof of Concept “Brothers in Arms”	Production Assistant	Weta Workshop
Feature Film “10,000 BC”	Assistant Director/Set PA	10,000 BC LTD
Watch the “10,000 BC” trailer on http://movies.yahoo.com/movie/1809724938/video/3317950/		
“X-Men 3” Elements Shoot	Production Co-ordinator	Weta Digital
Watch the “X-Men 3” trailer on http://www.youtube.com/watch?v=Rv9RhF8etYU&mode=related&search=		

2005

<u>Production</u>	<u>Role</u>	<u>Production Company</u>
TV Commercial “AA”	Production Manager	Catalyst Films
TV Commercial “VW – King Kong”	Agency Assistant/AD	Big Primate Pictures
Watch the “VW – King Kong” commercial on http://www.youtube.com/watch?v=dQiA2e4mxTg		
TVNZ Poetry Shoot	Production Assistant	Third Party Productions
TV Drama “The Lost Children”	3 rd Assistant Director	Big House Productions
TV Drama “The New Tomorrow”	3 rd AD / Production Runner	Cloud 9
TV Commercial “Jobstuff”	Production Manager	Sauce Films
TV Commercial “Quit Smoking”	Production Manager	Sauce Films
TV Commercial “Mainland Inserts”	Production Assistant	Sauce Films
Short Film “The Waiting Room”	1st Assistant Director	Little Pig Productions

Short Film “The Trip”

1st Assistant Director

SE 7 Productions

Short Film “Attack! Of the Killer Mummy! In the Burger! Bar! Waiting Area!!!”

Director/Producer

O5 Ltd

Academic Research Experience

January 2002 – December 2003

Research Project for the University of Vienna in Co-operation with
The Natural Step www.detnатурligasteget.org

Title: “Corporate Culture in a Sustainable Paradigm. Public Relations
and Sustainability.”

Research in Vienna, Stockholm and Helsingborg.

Research Partner (2002): Dr. phil. Marian Adolf

Public Relations Experience

February - June 2005

Plocher NZ LTD

Public Relations and Marketing consultant (contractor)

Tasks:

- Developing a communication strategy,
- Developing a Corporate Identity,
- Writing of advertising texts and press releases,
- Translating text from German to English,
- Assisting in preparing events,
- Preparing press kits,
- Communication budget controlling.

February – August 2004

ViPh Vienna International Photo

www.viph.at

Communications consultant (contractor)

Tasks:

- Developing a communication strategy,
- Developing a Corporate Identity,
- Web content management.

January 2002 – December 2003

VERSION 3.0, Corporate Communications Agency

Public Relations consultant (contractor)

Tasks:

- Developing communication strategies
- Web content management,
- Writing of advertising texts and press releases,
- Preparing and launching events,
- Preparing press kits for conferences and press conferences,
- Holding press conferences,
- Communication budget controlling,
- Preparation of Interviews.

November 2001 – March 2002:

Jazz- and Music club Porgy & Bess

www.porgy.at

Public Relations and Sponsoring consultant (employee)

Tasks:

- Writing of advertising texts and press releases,
- Preparing events,
- Advertising budget controlling,
- Developing a sponsorship strategy,
- Raising sponsorship.

February 1999 – 31 July 2001:

Kapsch AG

www.kapsch.at

Public Relations and Corporate Communications Assistant (employee)

Tasks:

- Developing a system to measure media attention,
- Web content management,
- Writing of advertising texts and press releases,
- Proof-reading of German and English text,
- Translating text from German to English and English to German,
- Writing for the in-house magazine,
- Assisting in preparing events,
- Journalism support at the CeBit 2000,
- Preparing press kits for conferences and press conferences,
- Advertising budget controlling.
- Preparation of Interviews.

February 1998:

Kapsch AG www.kapsch.at

Internship as a Public Relations Assistant.