

August Ellison

TECHNICAL / DIGITAL PROJECT MANAGER

I lead digital projects from proposal to launch by combining brand and UX judgment, technical fluency and commercial thinking. I keep clients and small teams aligned, make informed decisions and step into design or development when the work requires it.

LOCATION

Vienna

CURRENT ROLE

Junior Digital Brand Manager

WORK AUTHORIZATION

Austria + United States

01 CONTACT

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02 CORE STRENGTHS

PROJECT + CLIENT LEADERSHIP

Requirements, proposals, estimates, deadlines, QA and launch.

BRAND + UX JUDGMENT

Positioning, information architecture, content and interaction.

TECHNICAL FLUENCY

Enough depth to scope work, challenge decisions and support delivery.

COMMERCIAL THINKING

Offers, pricing, prioritization and client-facing responsibility.

03 TECHNICAL TOOLKIT

- WordPress, Bricks, ACF, WPML
- HTML, CSS, JavaScript, Swift
- APIs and self-hosted services
- SEO, analytics and AI-search visibility
- Figma, Adobe CC, Looker Studio
- Asana, Scrum and Notion

04 LANGUAGES

German

Native

English

Native

French

Fluent; French Baccalaureate

05 EXPERIENCE

03/2024 - PRESENT

WILDE & PARTNER

Junior Digital Brand Manager

Promotion to Digital Brand Manager confirmed for 09/2026

- Manage deadlines and client communication across up to five concurrent digital projects and accounts.
- Create proposals from requirements and scope through estimates, pricing and deliverables.
- Coordinate teams of two to three people and step into UX, design or development when needed.
- Advise hospitality, tourism and B2B clients on websites, SEO, analytics and AI-search visibility.

5 CONCURRENT PROJECTS

2-3 PERSON TEAMS

PROPOSAL TO LAUNCH

2021 - 2023

FUCHSFABRIK DIGITALAGENTUR

Digital Project Manager

- Managed website projects from briefing and scoping through launch.
- Coordinated clients, designers and developers in agile delivery.
- Worked across e-commerce, publishing, media and events.

2018 - 2021

EARLIER EXPERIENCE

Design, SEO + digital marketing

- Freelance graphic and brand design (2020-2021).
- SEO and content production at Hartmut.io (2021).
- Digital marketing internships at Cherrisk (2019) and Grapevine Development (2018).

06 SELECTED EVIDENCE

01 Hospitality platform relaunch

AGENCY PROJECT / LEAD / PROPOSAL / DESIGN / DEVELOPMENT

- Independently took a hospitality website relaunch from offer and requirements through launch.
- Rebuilt information architecture and CMS, connected hotel and restaurant reservations, and created restaurant-specific editorial access.

MAINTAINABLE CMS + INDEPENDENT EDITORIAL ACCESS + RESERVATION PATHS

02 Funding consultancy content system

AGENCY PROJECT / DEVELOPER / TECHNICAL LEAD / DESIGN CONTRIBUTOR

- Translated search intent into reusable page patterns and clearer service journeys across a changing programme portfolio.
- Delivered a more scalable WordPress setup, clearer information and a simpler editorial workflow.

SEARCH INTENT + CMS ARCHITECTURE + UX + IMPLEMENTATION

03 Umbra

INDEPENDENT PRODUCT / SWIFT / APP STORE RELEASE

- Defined the product, brand and interaction model; built the iPhone app in Swift and shipped it to the App Store.
- Uses Wikipedia content, a self-hosted phonemization service and Piper voices. Ten testers shaped chapters, voices, playback speed and favourites.

OPEN KNOWLEDGE + SELF-HOSTED VOICE + TESTER-LED ITERATION

[VIEW UMBRA ON THE APP STORE](#)

04 AI-search visibility audit

RESEARCH / AUTOMATION / RECOMMENDATIONS

- Implemented a repeatable audit workflow using structured source capture and normalized evaluation.
- Turned the baseline into prioritised recommendations for owned content, partner information and PR.

REPEATABLE BASELINE + DECISION-READY RECOMMENDATIONS

07 EDUCATION

2021 - 2024	University of Vienna MA, Journalism and Communication Studies
2016 - 2020	Webster University Vienna BA, Media Communications
2010 - 2014	Lycée Français de Vienne French Baccalauréat

08 RESEARCH + AI

MA thesis: qualitative research into how marketing and advertising agencies were responding to generative AI. Today I apply that curiosity to AI-assisted workflows, product experiments and visibility audits.

09 OUTSIDE WORK

I maintain and restore my Porsche Boxster (986), rebuilt a steel bicycle, strength train and mountain bike. The common thread is understanding systems through research, practice and hands-on work.