

# TANJA SITZER

Evanston, IL 60202 ■ 847-859-2044 (Office) ■ tsitzer@marketingboxx.com

## ACCOUNT MANAGEMENT

*Track record of success with progressive responsibilities in marketing and advertising*

### EXECUTIVE PROFILE

Multi-lingual, driven, focused, and accomplished marketing / advertising professional with MBA, **offering exceptional combination of corporate communications and advertising agency experience**, further enriched by extensive **international marketing and event background**. Strengths include maximizing company's sales and boosting company's image through **development of effective marketing communications strategies and implementation of creative advertising concepts**. Creative idea person, **top record of performance in international marketing events**.

Key competencies include:

- Corporate Communications
- International event/Sponsoring
- Budgeting
- Web / Promotion / PR
- Account Management
- Team Management
- Customer Retention Strategies
- Contract Negotiations
- Strategic Planning

### PROFESSIONAL EXPERIENCE

**THE MARKETING BOXX LLC**, Evanston/IL

since 2008

**President and Owner**

Marketing and advertising company focused on small to medium-sized companies ([www.marketingboxx.com](http://www.marketingboxx.com)).

*Strategic development and/or execution of events (employee/client/VIP events), print communication (ads, brochures, newsletters, mailings etc.) and online communication (web site development, SEO, content management).*

**FULLHOUSE INTERACTIVE**, Milwaukee, WI / Chicago, IL

2007

**Account Supervisor**, Experiential Marketing

Interactive Agency with 60 employees

*Managed and established relationships between Fullhouse and its clients. This included creating an Account Strategy and understanding the need of the clients, their products/services and brands, and their marketing objectives. Oversaw the execution of client projects internally and managed clients financial goals and profitability. Lead the response to incoming RFPs. Engaged in business development within accounts and potential new clients in Chicago.*

**BASLER KANTONALBANK**, Basel, Switzerland

2004 – 2006

**Vice President of Corporate Communications**

One of the largest regional banks in Switzerland with 700 employees.

*Charged with responsibilities of spearheading all corporate communication strategy development and implementation efforts, including e-newsletter content management and magazine publication. Negotiated contracts for sponsoring engagements (cultural, social and sports-related events). Presented strategic communication recommendations to corporate executive committee as participant of executive leadership team. Accountability for employee management functions, including mentoring of trainees and interns and supervision of 10-member marketing team in absence of Corporate Communications Director.*

- ❖ *Significantly boosted image and improved ranking by the Swiss Economic Magazine (Bilanz), from 108 to 17 as a result of spearheading redesign implementation efforts for bank's annual report.*
- ❖ *Improved business performance and increased operational efficiency by introducing e-newsletter*
- ❖ *Conceptualized, planned, and oversaw production of company video for annual shareholder meeting.*
- ❖ *Implemented new image campaign, including ads, corporate design, corporate identity and TV production.*
- ❖ *Increased image by regional focused sponsoring engagements of \$1 Mio.*

**PACT AG / DAKOTA**, Munich, Germany

**2000 – 2003**

**Key Account Manager**

*80-employee full service event management, communications, and market research agency.*

*Promoted to increasingly responsible decision-making role as company's only Key Account Manager while simultaneously overseeing all corporate events and promotions as Sales Manager. Served as first point of contact for all agency presentations and pitches. Liaisoned between customers and Event Department and ensured maximum client satisfaction. Regularly collaborated with CEO to develop presentations for sales promotions, events, trade shows, and press conferences. Utilized direct mail and telephone solicitation to reach potential customers.*

- ❖ *Effectively coordinated cradle-to-grave event management logistics, including liaisoning between customers and Event Department staff for successful project outcomes.*
- ❖ *Managed key account relationships in Beverage, Media, Internet, Telecommunication, Fashion, Entertainment, and Tobacco industries (Bacardi, European TV stations, Yahoo, Disney, Strenesse, and Philipp Morris).*
- ❖ *Succeeded in developing excellent sales and business development reputation within agency.*
- ❖ *Initiated, planned, developed, and implemented Event Department's previously non-existent operational structure, including project processes, procedures, and quality control measures.*

**DB CARGO AG**, Mainz, Germany

**1998 – 2000**

**Project Manager**

*24,000-employee European railway and logistics group.*

*Collaborated with advertising agencies regarding project details and deliverables, directed international trade show management functions, and managed VIP events for 300-1,000 attendees. Conceptualized and created Internet content for company and oversaw new Internet site launch efforts. Accountable for budgeting and account management duties.*

- ❖ *Successfully managed 15 annual international trade shows in various countries, including Russia, Romania, Poland, Great Britain, and Germany, with 200 – 20,000 sq. ft. trade show exhibition area.*
- ❖ *Directed all functions of 20,000 sq. ft. company booth at key trade show at prime international location, including coordination of moderators, several presentations, and VIP event.*
- ❖ *Boosted worldwide trade show quality standards as a result of personally visiting trade shows and analyzing / evaluating various international trade show practices and standards and implementing suggestions for improvement and increased proficiency.*

---

**PREVIOUS PROFESSIONAL EXPERIENCE**

---

<b>ZUENDEL &amp; PARTNER</b> , Heidelberg, Germany, <b><u>International Management Consultant</u></b>	1996
<b>OGILVY &amp; MATHER</b> , Frankfurt, Germany, <b><u>Advertising Agency Specialist</u></b>	1995

---

**EDUCATION & TRAINING**

---

SCHILLER INTERNATIONAL UNIVERSITY, Heidelberg, Germany / Madrid, Spain / Clearwater, USA	
<b>MBA in International Business</b>	1997
<b>BBA in Marketing</b>	1996

---

**ADDITIONAL TRAINING & TECHNICAL SKILLS**

---

Intensive French ~ Internal and External Communication Writing Certification ~ Writing Workshop  
~ Negotiation Training ~ Banking Class

MS Office ~ MS Publisher ~ MS Frontpage ~ Obtree (Content Management) ~ SPSS ~ Photoshop  
~ File Maker ~ Lotus Notes ~ Deltek ~ Daylite/Billing (Mac) ~ Apple Applications