

BRANISLAV SESLIJA

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EDUCATION

University of Illinois at Chicago - Chicago, IL; M.A. Political Science, May 2002, 4.7 GPA (5.0 scale)

Southwest Missouri State University - Springfield, MO; B.S. Marketing Management, August 1998, 3.3 GPA (4.0 scale)

OBJECTIVE

To further enhance and practice my knowledge in a broad range of business and social needs, including: market research, data analysis, public opinion research, market share, marketing program effectiveness, product mix, loyalty, customer satisfaction, brand equity, market opportunity, packing, pricing and distributing.

PROFESSIONAL EXPERIENCE

University of Illinois at Chicago

Research Assistant, 2001-present Chicago, IL

- Responsibilities include working with a wide range of data sources: primary research (quantitative and qualitative), geo demographic information, government data secondary and others. Intermediate use of SPSS and other statistical software is also a characteristic of this job.

Software Vision Advertising

Account manager & Research Coordinator, 1998-2001 Belgrade, YU

- Responsibilities included marketing plan developments, management of regional profits and losses, interaction with field management, measurement and analysis of marketing initiatives, leadership of cross-functional teams to deliver key initiatives, development of financial models to evaluate competitive analysis.
- Assisted in developing strategies for new Tetra Pak's products in Yugoslavia. Invented 2 brand names, which are now in use on the Yugoslav Market. Assisted in developing new package designs for soft drinks and milk shakes.
- Coordinated two researches: "Acceptance of Wines in Bricks in YU" and "Retail, Wholesale and Distribution of liquid food in YU". Developed a successful solution for the introduction of Husqvarna's new chain saw model on the Yugoslav Market.
- Developed and coordinated 3 commercial advertising campaigns: Inter Dedra Trade - new coffee on the Yugoslav market (research of competition and media analysis); Hippodrome Belgrade - season 2000 and Yugoslav Football Association - (creative platform, media and sponsorship strategies).
- Created and executed many short campaigns for Democratic Party; Ce-Sid (non-governmental organization) campaign "Vote Guards"; Women's Political Movement in Serbia, "It is my VOTE"; and MTV's winning award Radio B92 "Free press now".
- Conducted public opinion polls as well as organized focus groups regarding wishes and opinions of voters on the local issues necessary for any local elections party campaign.
- Creative manager and production assistant on two documentaries: "Voting Rules" and "I want to play". Managed product placements in 2 different Films: San Sebastian's nominee "The land of truth, love and freedom" and "Virtual Reality" produced by VIKTORIJA FILM.
- Developed media plans for Tetra Pak's Products, Renault and Husqvarna.

Freelance Work

1996-2000 YU & USA

- Graphic design has been my hobby since I was 20 years old. I have created and developed a fair amount of logotypes, flyers, catalogs, web sites and few package designs. I am also experienced with computer hardware.
- During the war and post-war times I was a translator and meeting coordinator for Mr. Mark Denis, Newsweek Magazine, Mr. Ramsey Clark, former US attorney general, Mr. Alesio Vinci, CNN journalist and many other.

COMPUTER SKILLS

- Microsoft: Windows 95/98/00; Office: Word, Excel, Access, Internet Explorer and Front Page; MSDOS and HTML
- Research: SPSS and fair knowledge of SAS
- Graphics: COREL: Draw and Photo; ADOBE: Photoshop and Illustrator; MACROMEDIA: Flash and Dreamweaver
- Audio: Sound Forge and Vegas

LANGUAGES

- Fluency in: English and Serbian/ Croatian (native)
- Working knowledge of German