

BRANISLAV SESLIJA

773-784-1180

5100 N. Marine Dr., apt# 13J

Chicago, IL 60640

bseslija@hotmail.com

To Whom It May Concern:

I am a 26 years old scholar, with Bachelor's of Science in Marketing/ Management and three years of work experience in Advertising, Market Research and Social/ Political Research. Currently I am getting a Masters Degree in Social Science, with emphasis on research. I am also working as a Research Assistant at the University of Illinois at Chicago. Responsibilities at this job include working with a wide range of data sources: primary research (quantitative and qualitative), sales data, geo demographic information, syndicated data, store data, government data, panel data, white papers, web analytics, secondary and others.

While I was working in Yugoslavia I had an opportunity to develop a large number of marketing strategies, some of them were: Husqvarna's (Swedish producer of Chain Saws and Mowers) introduction of the new chain saw model on the Yugoslav Market; Tetra Pak's Research and Introduction of Wines in Bricks in Yugoslavia and research on "Retail, wholesale and Liquid food distribution in Yugoslavia"; Football Association of Yugoslavia - full creative and sponsorship strategy for "EURO 2000"; Hippodrome Belgrade full creative, media and sponsorship strategy for season 2000.

Besides developing and directing creative and educative campaigns, as "Free Press Now", "It's my VOTE" and different music festivals, I had an important roll in conducting various media analysis as well as media time buying in local independent media. I also helped out Democratic Party to conduct public opinion polls and focus groups regarding wishes and opinions of voters on local issues necessary for any local election party campaign.

During the war I have found new love and that is FILM. I was a producer on 2 documentaries "I want to play" and "Voting Rules". I managed promotional and sponsorship campaigns for San Sebastian's nominee "The land of truth, love and freedom" and "Virtual Reality. I also directed and managed different types of product placements in 2 films.

As a freelancer I have worked as a graphic designer and translator. During my advertising career I have stumbled upon the "I can't do it" attitude from graphic design personnel when trying to reach visual perfection. This encouraged me to sit down and learn what graphic designers actually know, so nobody can put limitations to creativity that sells. After that graphic design has become my second professional love. During the war and post-war times I was a translator and meeting organizer for Mr. Mark Denis, Newsweek Magazine and Mr. Ramsey Clark, former US attorney general.

If you have any question, please do not hesitate to contact me via e-mail: bseslija@hotmail.com or telephone: 773-784-1180.

Thank you for your time,

Branislav Seslija