

BRANISLAV SESLIJA

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EDUCATION

University of Illinois at Chicago - Chicago, IL; M.A. Social Science (Research in Social Science), December 2001
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 needs, including: market research, market share, marketing program effectiveness, product mix, loyalty, customer satisfaction, brand equity, market opportunity, packing and pricing, and vulnerabilities.

PROFESSIONAL EXPERIENCE

University of Illinois at Chicago

Teaching Assistant, 2001-present Chicago, IL

- Responsibilities 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. Intensive use of SPSS and SYSTAT are required for this job.

Soul Flower - creative crew

Account manager and owner, 1999-2000 Belgrade, YU

- Developed and managed 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" (Soul Flower is a co-producer of this FILM), and "Virtual Reality" produced by VIKTORIJA FILM.

Software Vision Advertising

Account assistant/manager, 1997-1999 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, develop financial models to evaluate potential ROI of initiatives, and competitive analysis.
- Assisted in developing strategies for new Tetra Pak's products in Yugoslavia. Created 2 brand names, which are now in use on the Yugoslav Market. Assisted in developing new package designs for soft drinks and milk shakes.
- Managed 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, the old model had a very high market share and illegal market for spare parts.
- Developed media plans for Tetra Pak's Products, Renault and Husqvarna.

Freelance Work

1996-2000 Belgrade, YU

- Graphic design has been my hobby since I was 20 years old. I created and developed dozens of logotypes, flyers and few package designs. I am also experienced with Computer Hardware.
- 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.

COMPUTER SKILLS

- Microsoft: Windows 95/98/00; Office: Word, Excel, Access, Internet Explorer, Front Page and Visual Studio
- Research: SPSS and SYSTAT
- Graphics: COREL: Draw and Photo; ADOBE: Photoshop and Illustrator; MACROMEDIA: Flash and Dreamweaver; Site Designer and Quark Press
- Audio: Sound Forge and Vegas

LANGUAGES

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