

Mariana Mill, M.A.

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birth date: 13th August 1974 in Vienna
Citizenship: Austrian



Work experience

January 2016-Today

Executive director at Mill&Partner GmbH

From December 2010 until December 2015

International Brand Director Zepter International

International Marketing and Sales activities:

Planning, development and implementation of all marketing activities and sales strategies for the responsible brand.

Conception, planning and realization of all developed communication strategies and activities for sales promotion actions.

Responsible for establishing and coordinating all marketing functions as well as assuring company growth and profitability. Budget- and profit responsibility.

Working and coordination with the international sales to develop B2C and B2B and e-commerce sales strategies to generate incremental sales.

Monitoring and controlling the performance of sales functions in the countries/markets and taking remedial actions to ensure that sales targets are met.

Planning and executing product launches in the countries/markets.

Maintaining awareness of market developments in sales techniques to ensure that the company's maximum sales potential is realised.

Developing and executing product and sales trainings (Western Europe and EEC)

Product/Brand Management:

Managing brand budget, product development and product management (product improvement, product range, packaging design, new products,...) and product research including communication with the producer and/or supplier, assisting in establishing brand pricing strategies and monitoring all pricing and price promotion levels and activities.

Developing and implementation of short and long term marketing objectives, strategies and tactics for the assigned brand and products.

Monitoring of market trends and consumer behavior and coordinating and adapting trends with existing/or new product range.

Planning of production;

Creating, maintaining and developing brand awareness.

Developing business plans, vision, and sales budget and managing the development of all promotional materials for assigned products working close together with public relations team and agencies in developing strategic public relations initiatives.

Working with agencies in the creative development process and execution of all national and local advertising campaigns (Social Media, TV, radio, print, outdoor, trade and alternative media.

Identifying and developing new business opportunities and setting up new innovative impulses. Working independent and creative while offering new solutions.

December 2007 – December 2010

International Project Director Sales and Marketing Europe

Zepter International

Responsible for establishing and coordinating all marketing functions and strategies with my team and assuring company growth and profitability

Product and Brand Management activities and managing brand budget

Identifying and developing new sales channels and additional business opportunities

Initiating int. e-commerce activities within the company, monitoring and cooperating together with the e-commerce team

Overseeing and conducting market research to determine product sales potential and developing marketing strategies

Dec. 2007-Sept. 2009

Project Management + Business Coach

Planning, organization and accomplishment of marketing activities and sales strategies

Sales Trainings and Product Trainings

October 2005 – November 2007

Marketing director, Co. PM-International AG, Speyer

Planning and implementing marketing and sales strategies

Product and brand management

Identification and implementation of a new business area ("Business & LifeStyle" - Merchandising collection) and turnover increase for the existing products (autonomous management of the area within the assigned budget parameters with responsibility of turnover and commissions)

Inter-divisional coordination for project introduction and optimization (Marketing, distribution,

Purchase department, quality control, customer service, order acceptance, controlling)

Relaunch concept

Public relations within the company (also member of the editorial team of the magazine for resellers and Customers)

Representation of the Company in different media and broadcasting

Development and moderation of company-internal talk-shows

Moderation of company-internal great events (with up to 8.000 guests)

November 2002-August 2005

Planning & moderation of the company-internal TV-broadcasting „In-Style by Mariana Mill“in German, English, Italian and Serbo-Croatian at TV.MODA, Milan

Education:

October 2001-July 2002

Master of Advanced International Studies, The Diplomatic Academy of Vienna and Vienna University

October 2000-July 2001

Postgraduate studies in International Affairs, The Diplomatic Academy of Vienna and Vienna University

September 1999-June 2000

BA (Hons) in Business, Administration and Management, New College Durham, United Kingdom

January 1996-June 1999

Diploma in International Management and Business, European Management Academy of Vienna

September 1998-December 1998

Semester at Pace University - New York, U.S.

February 1998-March 1998

Certificate of the Chamber of Commerce of Paris (Diplom supérieur), Paris

January 1995-December 1995

Diploma in English, French and Italian at the Berlitz School of Languages, Vienna

November 1993-December 1994

Studies of Serbo-Croatian language in Belgrade

October 1993

High school in Vienna

Personal Skills:

Hands-on-mentality, analytical thinking, entrepreneurship, creativity, convincibility, responsibility, open minded and dynamic, proactive, team-minded, Ability to work independently.

Skills

Good EDV-skills

Microsoft Office including PowerPoint

Different further training courses

Languages

German: mother language

English: fluent

Italian: fluent

Serbo-Croatian: fluent

French: very good