

Mark W. Anderson

Luzicka 10, Praha 2, 120 00

(+420) 607 586 230

manderson@manderson.cz

I am a marketing executive with strong performances in organic digital and content marketing; with a track record of success throughout CEE, the Balkans, Baltics, and the CIS. Excellent in tracking and reporting ROI, dedicated to deliver revenue generation through full-scale marketing and communications strategies.

PROFESSIONAL EXPERIENCE

02/12-Present **Pedersen & Partners Executive Search**

Global Marketing & Communications Manager – Reporting to Chief Operating Officer

- Global Marketing & Communications Strategy across 50 countries in Western Europe, CEE, CIS, Baltics, Balkans, Middle East, Africa and Latin America with special focus to SEO, content marketing, and social media
- Actively developing sales leads through successful SEO, content and social media marketing tactics – 100% increased traffic to the company website, dramatically increasing conversions by 35% in 2014
- Milestones include:
 - Re-branding of Pedersen & Partners launched in September 2014 across all platforms, sales materials, and offices;
 - 100% increased web traffic + creation and conversion of digital leads to offline revenue generation through non-paid organic methods;
 - 500% increase to followers across all Social Media platforms and adding new platforms to build increased traffic and lead generation through organic content marketing;
 - Maintained consistent 1-2% engagement rates on social media content;
 - 500+ Free Press Hits Annually - Significantly increased quality organic, non-paid, press hits through relationship building with key, targeted media such as Forbes, Fortune, CNN, BBC, Financial Times and other local media outlets on a similar level.

02/11-04/12 **Style Media International**

Regional Director of Operations, Central & Eastern Europe – Reporting to Managing Director & Owner

- Thoughtfully collaborated with Procter & Gamble, Nestle, Kraft and Unilever to create highly targeted offline BTL activities in local markets across Czech Republic, Slovakia, Hungary, Slovenia and Romania for FMCG products.
- Systematically managed and reported results to brand and marketing leaders within the organizations of national and multinational campaigns including market research, word of mouth, sampling and poster campaigns.
- Key Milestones included:
 - Developing more than a third of SMI revenue for 2011 through new contacts and repeat business;
 - Management of local employees and dedicated logistics staff across nine CEE countries – managing multiple teams and subcontractors;
 - Managing multiple aspect campaigns for top FMCG clients (P&G, Nestle, Kraft, Unilever) with reach of 500.000 consumers and across multiple countries with recall rates over 80% and intention rates above 60%.

09/09-02/11 **Prague College, Czech Republic**

Marketing Director for Postgraduate Programs – Reporting to University Director

- Simultaneously managed an overall digital strategy for the University and developed the promotion of the newly launched postgraduate programs.
- Conducted systematic market research to understand the target markets for both undergraduate and graduate level programs, identifying both B2C and B2B business development opportunities.
- Used newly developed research to create CPC Adwords and Facebook Ads campaigns that were micro targeted based on demographics such as geography, age, income and personal interests.
- Executed regular OOH campaigns through ATL and BTL strategies.

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09/08-12/08 **U:fon - MobilCom, Czech Republic**

Marketing Consultant – Reporting to CEO & Marketing Director

- Strategic Vision: build trust, create brand awareness, drive sales channel growth and create a new mobile on-site direct sales channel.
- Successfully developed and piloted a unique experience-based marketing promotion to help build consumer trust.
 - Branding reached over 250.000 people, direct contact with more than 70.000 people and direct sales, which were above target goals.
- Led additional marketing projects to test new target groups and consumer segments:
 - Internet campaign for the under 15-35 age group – trendy new handsets;
 - Direct mail for the 30-50 age group in Northern Bohemia – fast mobile internet access;
 - Student Ambassador Program – promotion of free on net calling.

04/07-08/08 **GE Money Bank, Czech Republic**

Marketing Consultant – Reporting to Chief Marketing Officer

- Flawlessly managed the planning and execution of promotional events, marketing materials, and VIP logistics for all local GEMB activities around the 2008 Beijing Olympic Games:
 - Negotiated regularly with the Czech Olympic Committee, Czech Embassy in the PRC, the PRC Embassy in CR as well as various contractual partners of GEMB;
 - Effectively re-organized, updated and built local engagement for a regional internal competition for employees of GEMB worldwide partnership with the 2008 Olympic Games in Beijing.
- Created and seamlessly managed a hospitality program in Beijing for GE Money VIP guests to the 2008 Olympic Games.
- Developed and executed a Gala Dinner for Jeffrey Immelt, Global CEO of GE and 160 VIP guests:
 - Managed logistics of nearly 200 workers to execute catering, construction, production, lights, sound, performances, and audio visual aspects;
 - Negotiated with city of Prague officials, Ministry of Culture and security officials from Prague and GE International.

2003-2007 **The Expat Business Association (EBA), Czech Republic**

Founder & CEO

- Established a membership of over 100 top executives from a variety of SME and MNC's based in Czech Republic.
 - Developed a substantial network of top CEO's, Ambassadors, Ministers, and SME owners.
- Raised 2.2 million CZK in sponsorships above regular membership fees.
- Generated over 1 million CZK for various Czech charities during the 2006 & 2007 EBA Gala Evenings.
- Hosted over 30 successful EBA events; ranging from large scale diplomatic, political, business actions and charity gala evenings to intimate networking events, seminars and panel discussions.

2002-2007 **Western Touch, Czech Republic**

Owner & Entrepreneur

- Successfully drove sales in 2005 of nearly 4000 times greater than original investment.
- Led a management team and work force of up to 30 employees.
- Conceptualized and implemented a business idea based on quality cleaning services for the high end market while maintaining market competitiveness.
- Developed branding, scripting sales and marketing materials in both electronic and print versions.
- Created systems and procedures for quality management for administration and client services.
- Managed operational logistics, sales, marketing, and basic accounting of the firm.

EDUCATION

2010 – 2012 **Teesside University, United Kingdom**
MSc International Management

1997-2002 **The Catholic University of America, Washington, DC, USA**
Awarded B.A Degree in Communication & Media Studies - Minors: Philosophy, Politics

PERSONAL:

Date of Birth: September 2nd, 1979 – Boston, Massachusetts - USA

LANGUAGE:

English – Native | Czech – Basic verbal communication