



# ILIA WILLENIG-KRAMMER

Brand & Marketing Expert

## Curriculum Vitae

# Welcome



### Personal data

ILIA WILLENIG-KRAMMER

ST. VEITERSTRASSE 108 H  
9020 KLAGENFURT A. W.

0660 / 630 64 61

ik@the-masterpieces.at  
www.master-pieces.at



### Information

DRIVERS LICENCE A & B

DIVORCED

ROMAN CATHOLIC

3 CHILDREN



### Languages

GERMAN (MOTHER TONGUE)

ENGLISH C1



## WORK EXPERIENCE

2016  
2018

### LUNA TRADING GMBH

#### Master Consultant, Adviser & Business Development

- Marketing management and establishment of internal marketing management
- Online management and development
- Creative and art director
- Sales field service management and development
- Relaunch of the onboarding processes for distribution partners
- Strategic consulting sales development
- Brand positioning, product development and TOM processes
- Development master plan

2015  
2018

### THE MASTERPIECES

#### Master Mind of the strategic network on an independent basis

- Development and expansion of the nearly 30-year-old network into an operational Think Thank and management and production process
- Master plans, business plans
- Investor relations
- Business angel
- Marketing advertising, public affair
- Online marketing & sales
- Event

2015  
2016

### MELINZ HOLDING | UNITED TREE GMBH

#### Master Mind and CCO on a self-contained basis

- Master plans and business plans
- Business development
- Brands, - product and sales development
- Investor relations and public affair
- Marketing, advertising, event
- Online marketing
- Business angel

2000  
2014

### CIRCLE & FRIENDS ADVERTISING AGENCY

#### Managing director, creativ and art director

- Managing director
- Business development
- Master plan and business plans
- Brand and sales development
- Investor relations and public affair
- Marketing, advertising, event
- Online marketing
- Lecturer and instructor

1992  
1999

### DIE1NS ADVERTISING AGENCY

#### Deputy managing director, creativ and art director, conceptionist, writer, customer operator and project manager on an independent basis

- Marketing and advertising concepts
- Product and sales development
- Advertising, PR and event
- Graphics, design and animation
- Media planning
- Congresses, meetings and events
- Business development

1990 | GTN TEAM NISSNER  
1992 |

Managing director, creativ and art director, conceptionist, writer, account manager

## SERVICES & REFERENCES



My work has received 36 national and international awards so far. Among my contributions, some excellent publications have emerged.

I was also a ghostwriter for politicians and public figures, a spindoctor for different parties and electoral campaigns, business angel for some start ups and a speaker and trainer for the course in advertising and market communication in the chamber of commerce and technical training formats for various institutions.

An excerpt of my references is attached to the curriculum vitae.

## UNIVERSITY & SCHOOL EDUCATION



1988 | UNIVERSITY VIENNA  
1991 |

Studies in journalism and drama

- Both stages of study with excellent success but due to the private sector success without a degree

1987 | UNIVERSITY KLAGENFURT  
1998 |

Studies in education and media communication

- Abort after the first stage of study, then moved to the University of Vienna

## INTERESTS



- Literature
- Theater and visual arts
- Cooking
- Dog whisperer
- Further education

## STRENGTHS



- Creative and empathic
- Hollistic views
- Very decent and rethorically versed
- Enormous load capacity
- Great frustration tolerance

## WEAKNESSES



- Exuberant and impatient

# the Master pieces

Strategic Communication Alliance



# the Master pieces



## Achievements

36 AWARDS

GHOSTWRITER &  
PUBLICATIONS

LECTURER & TRAINER



## Basic Qualities

MONITORING

BUSINESS ANGEL

EXCELLENT NETWORK

EMPLOYEES LEADERSHIP

