



CONTACT

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Saarbrücker Str. 31,
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EDUCATION

Communication Sciences
M.A., University of Vienna, AT
2000 – 2006

CERTIFICATES

Integral Org. Development
imu, Augsburg, DE, 2022

New Work Professional
LET GmbH, Berlin, DE, 2022

Workshopper
AJ&Smart, Berlin, DE, 2022

LANGUAGES

Fluent in German, English, Bosnian

SKILLS

- Strategic Thinker with Clear Vision
- Financial Acumen
- Active Listener and Enabler
- Versatile and adaptable

Dijana Imamovic

Marketing Communications x New Work

Marketing Communications Expert with 15+ years work experience and a strong background in strategic key account management in the global creative industry. Stations include M&C Saatchi, BBDO, R/GA, WundermanThompson and VICE/Virtue. 'New Work' Professional passionate about creating robust and future-ready business environments that allow people, planet and profit to co-exist sustainably. Empathic team player with strong analytical skills and a curious mind. Design enthusiast.

WORK EXPERIENCE

Marketing Communications Specialist 2014 - present

Freelance | Berlin, Zurich

Managed high-profile B2B and B2C accounts for global creative agencies, leading multidisciplinary teams and integrated marketing communications projects across various industries, incl. technology, automotive and Life Sciences. Executed brand-building, product launch and go-to-market communication strategies. Led Business and Digital Transformation programs and ensured their successful implementation. Clients: VML, VICE/Virtue, R/GA, TLGG, Weber Stephen EMEA, et al.

Account Director 2010 - 2014

M&C Saatchi | Berlin

Client service management for key accounts. Supervised the Account Management team and oversaw creative production (TVCs, photo shoots, CGI, events). Led integrated marketing campaigns and web development projects, with budget planning and controlling responsibilities. Managed resources, staffing, and played a key role in process design. Clients: Ferrero, Siemens, BASF, AUDI Sailing, et al.

Account Lead CEE 2009 - 2010

Schilling & Schilling | Vienna

Managed the commercial retail key account in the CEE region, overseeing the planning, coordination, and monitoring of marketing activities. Supervised creative teams and third parties, while designing and implementing processes. Held budget responsibility, including planning and controlling. Client: Unibail-Rodamco-Westfield

Account Manager 2008 - 2009

BBDO | Vienna

Managed local and global projects, reporting to the Client Service Director. Briefed creative teams and external providers, assisted with photo/film and TVC production, and managed resources. Clients: Bayer, Wrigley, Generali, CardComplete (VISA/Mastercard), Austrian State Lottery

Jr. Account Manager 2007 - 2008

Leo Burnett | Vienna

Managed packaging, POS, and marketing activities in the food & beverage sector. Client: Underberg Group

Content Editor 2004 - 2007

DiePresse.com; New Business Magazine | Vienna

Conducted content research, developed content strategies, and delivered copy for diverse verticals, including politics and art & culture.