



ANJA ZEITLMANN

Munich GER | +49 (0) 176 83073015

EXPERIENCE

Consultant Brand & Partnership Management
Freelancer since 01/22

- brand & partnership strategy for companies dealing with events & exhibitions and art & entertainment

Brand Strategist MINI

BMW Group 10/20 - 08/21

- re-development sub-brand strategy (electric performance brand)
- innovation & sustainability strategy
- market strategy China

Partnership & Communication Launch Manager MINI

BMW Group 05/13 - 05/18

- global brand partnerships & sponsorings
- partnership and media strategy
- communication and campaign management for product launches and sub-brand

International Advertising & Film Specialist MINI

BMW Group 01/11 - 05/13

- production of above-the-line campaign assets for product and brand campaigns
- campaign development, production, market alignment and distribution (motorsports and brand heritage)

Marketing Manager and Junior Consultant Sponsorings

actori GmbH 01/09 - 12/10

- marketing and sponsoring management B2RUN series
- sponsoring concept development for sports clubs and associations

EDUCATION

Master of Engineering Bionics

2021 - 2025 htw Saar, GER

Specialist CAD Construction and Simulation

2018 - 2019 AKAD University, GER

Diploma Sports Management & Economics

2005 - 2010 Techn. University Munich, GER



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Born on Apr 11th, 1986 in
Freital, GER

Nationality: German

PERSONALITY

Strategy

Innovative Thinking

Creativity

Passion

Autonomy

IT SKILLS

Microsoft Office

Adobe InDesign, Photoshop

CAD (Fusion, Creo, Catia)

LANGUAGES

German

English

French