

Anthony Mathias Stich

Enthusiastic, creative, proven professional with nearly seven years of experience in marketing and graphic design. Currently marketing manager for one of the largest locally-owned commercial real estate companies in Wisconsin. Responsible for the recent re-positioning of the Siegel-Gallagher brand, now implementing marketing and design strategies for the firm and its entire portfolio including multi-million dollar residential and commercial properties such as The Moderne, Park Lafayette, Memorial Mall (Sheboygan), 700 N Water, Chateau on the Lake (Waukegan), Gallun Tannery Row, and RE|Solutions (Chicago). Prior experience includes working as a coordinator and designer at the third largest bank in Wisconsin with a 49-state reach and also working for a Fortune 100 company, there charged with implementing the first-ever Integrated Marketing Campaign in the highest revenue-producing region of the nation.

MARKETING & GRAPHIC DESIGN EXPERIENCE

Marketing Manager :: Siegel-Gallagher, Milwaukee, Wis. October '07—Current

With offices in Milwaukee, Madison, and Chicago, Siegel-Gallagher is a full-service commercial real estate firm offering property and facility management, asset management and advisory services, construction services, and commercial brokerage of multifamily, office, industrial, and retail properties. The Marketing Manager reports directly to the president and principals of Siegel-Gallagher. Accomplishments include:

- Successfully launching a regional rebranding initiative spanning over three major markets: Milwaukee, Madison, & Chicago. Managed a support staff including graphic designer, vendors, and administrative employees. Project included a market-wide 30-day integration of over 70 real estate signs, fleet graphics, marketing collateral package (and production), press releases, social marketing, and an updated web site; all while managing the project and staying on budget.
- Performing and/or managing all design and web development for the entire portfolio of client brands. This requires incredible time management, brand awareness, and expert production skills as duties range from initial sketches through press checks.
- Researching, writing, implementing, and monitoring both a marketing and media plan for Siegel-Gallagher in both Milwaukee and Madison; all under minimal supervision.
- Managing day-to-day administrative duties of the marketing department including event management, public relations, web site maintenance, social marketing, vendor relations, budgetary approvals, and other marketing duties.

Marketing Coordinator :: GB Home Equity, Milwaukee, Wis. May '06—October '07

The Marketing Coordinator reports to the Loan Product Marketing Group Vice President. This position supports all marketing efforts including the creation, production, and distribution of all marketing collateral across our 49-state coverage, assisting nearly 100 lender representatives.

Marketing Coordinator :: AIG VALIC, Tampa, Fla. April '05—April '06

The Marketing Coordinator reports to the Marketing Supervisor. The marketing department covers the entire state of Florida consisting of 7 districts and 300 financial advisors.

EDUCATION

University of Wis-Milwaukee

Bachelor of Business Administration, Marketing, December 2004

- Last Semester GPA: 3.868
- Business Credit GPA: 3.305
- Dean's List: 12/03, 06/04, 12/04

Waukesha Cty Tech College

Associates Degree, Graphic Design, May 2010, GPA: 4.00

- National Technical Honor Society Inductee 2008
- PTK Honors Fraternity 2008

SKILLS | PERSONAL

- Mac/PC proficient in CS5 Illustrator, InDesign, Photoshop, Bridge, Dreamweaver, and Microsoft Office.
- Working knowledge of Salesforce.com, iContact, ChimpMail, HighriseHQ, Quark, and XHTML.
- Achieved Eagle Scout, 1998.

ASSOCIATIONS | CHARITIES

- United Ad Workers
- American Marketing Association
- InDesign Users Group
- Graphic Design Group
- Friends of Nutre Hogar
- The Ability Center, Inc.
- Spina Bifida Assn of Wisconsin
- Monkey Mob
- Knights of Columbus