



PUZZLE
Consulting

Tailor-made Marketing &
Communications Strategies



WHO WE ARE:

- ✦ Almost two decades of experience in Marketing, Corporate Communications and Customer Experience Management
- ✦ Experience in multiple industries – FMCG, Banking, Aviation
- ✦ Expertise in all key Marketing and Communications areas:
 - ✦ Marketing strategy and marketing mix
 - ✦ Brand strategy and brand equity
 - ✦ Marketing organization efficiency
 - ✦ Strategic planning and execution
 - ✦ Digital marketing
 - ✦ Corporate Communications
 - ✦ Customer Experience Management
 - ✦ Cooperation with agencies

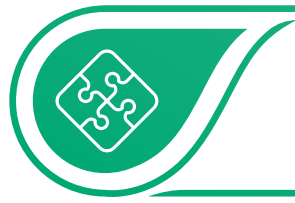


OUR MANAGEMENT:



Manuela Stamatović
Founder & CEO

- 🌸 Held the position of **Marketing Director** at L'Oréal, Erste Bank, as well as **Corporate Communications Director** at Sberbank and Air Serbia
- 🌸 Was in charge of creating and implementing **regional and local brand strategies for global brands** such as L'Oréal Paris, Garnier and Maybelline
- 🌸 **Built up unknown or stagnating brands** to a healthy position and increased their awareness by several levels such as for Maybelline, Erste Bank and Sberbank in Serbia
- 🌸 **Designed and implemented Customer Experience Management programs** in the banking sector resulting in the highest customer satisfaction scores on the market
- 🌸 Launched innovative and **highly effective Digital Marketing campaigns**
- 🌸 Built up and **managed cross-country teams** with high performances and minimal fluctuation



WHY WE ARE THE RIGHT FIT:



We cater to B2B and B2C businesses



We support small, medium and large companies



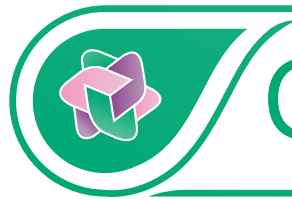
We cover all industries



We offer continuous on-the-job support



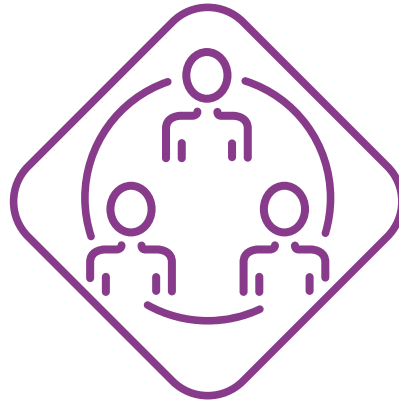
We provide strategic preparation, oversee implementation and execute control



CONSULTANCY IN 3 KEY AREAS:



STRATEGY



ORGANIZATION



**EXECUTION &
SUPPORT**



CHOOSE WHAT YOUR BUSINESS NEEDS:

**Marketing
Strategy**

**Brand
Strategy**

**Corporate
Communications
Strategy**

**Customer
Experience
Management
Strategy**



CHOOSE WHAT YOUR BUSINESS NEEDS:

**Marketing
Organization**

**Team
Management**

Processes

Procedures



CHOOSE WHAT YOUR BUSINESS NEEDS:

Marketing Planning,
Execution & Control

Market Research

Coordination with
Agencies &
Suppliers






Team
Mentoring

Workshops

On-the-job
Trainings



WHY YOU SHOULD CHOOSE US:

-  Our services are adapted to your specific needs, business type and size
-  Whatever your marketing or communications challenge – we can solve it
-  We can train and empower your marketing in-house team...
-  ...or we can be your outsourced marketing and communications team
-  You define the individual pieces of your consultancy puzzle



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Please contact us for more information:

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