

## Short CV:



### Studies:

Study to the economy engineer, emphases Marketing and IT at the University of Siegen

Study to a Public Relation Specialist at that Bavarian academy for advertising and Marketing in Munich

### Marketing experience:

Student employee at the Institute of Marketing at the University of Siegen at Prof. Dr. Freter

Responsibly for the fields Marketing, Public Relations and IT at the SUNLIVE AG, Starzach (Franchise company in Energy industries with more than 50 franchise partners)

Responsibly for the fields Marketing and Public Relations at the AGRESSO GmbH, Munich (German subsidiary of the international e-Commerce and ERP-Software manufacturer Unit4Agresso)

Responsibly for the fields Marketing and Public Relations at the Loxxess AG (logistics and mail-order/e-Commerce service company)

Responsibly for the fields Marketing and Public Relations at the COSCOM GmbH, Ebersberg (International standard software manufacturer in the fields, CAD, CAM, resource organization, production data management and MDE/BDE/PZE)



Through mine over 10 years Professional experience I can, if it is necessary or on greater projects fall back on a network with many service companies and/or.

Freelancers

So that we reach the aim together



## Fischers-Agentur

Marketing, Werbung, Web & Public Relations

Dipl.-Wirt.-Ing. Oliver Fischer  
Karl-Böhm-Straße 134  
85598 Baldham

Tel.: 08106-36 99-05

Fax: 08106-36 99-04

Email: [of@fischers-agentur.de](mailto:of@fischers-agentur.de)  
Internet: [www.fischers-agentur.de](http://www.fischers-agentur.de)

# So that you win the Race!

**Fischers-Agentur**  
Marketing, Werbung, Web & Public Relations

## We offer the following services:

### Services in the field

#### Marketing

- Marketing consulting
- Realization and evaluation of market analyses
- Development of Marketing and communication concepts
- Conception and realization of Marketing and advertising-strategies
- Development and realization of presentations
- Development of mailings
- Development and realization of mailings (Mail, Fax, Email)

### Services in the field

#### Advertising

- Ad development and ad posting
- Media consulting and media planning
- Picture and photograph procurement (Image editing, picture retouching, digital photograph)
- Graphics Design
- Corporate Design
- Corporate Identity
- Development and production of business papers (Stationery, visiting-cards, etc.)
- Development and realization of campaigns (Image campaigns, advertisement campaigns, sales campaigns, etc.)

- Development and organization of print advertising (flyers, folders, brochures, posters, advertising instruments and advertising gifts, etc.)
- Development of word and picture Brands
- Organization of sale catalogues
- Production and layout of brochures and other graduation-materials
- Professional preparation of product photographs
- Design of advertising-concepts and carrying out of all measures

### Services in the field

#### Web

- Internet consulting
- Internet advertising (Banner advertising, Google, Search engine optimization, etc.)
- Development and maintenance of Internet pages
- Conceptual revision of existing Homepages
- Application and optimization of Homepages
- Registration and administration of Homepages
- Furnishings and administration of Homepages
- Information search in Internet
- Internet questioning and analysis
- Hosting of WebPages and domain registration

### Services in the field

#### Public Relations

- Conception and realization of Public Relations-campaigns
- Development of press reports and press interviews
- Development and production of customer newspapers
- Preparation of employee journals
- Continuous dialog with all important editors
- Creating and care of a specific press distribution list
- Preparation of press announcements
- Dispatch of the press announcements
- Writing and launching of expert articles and tests
- Care of product tests
- Press care on fairs
- Development from press folders
- Organization of press conferences and press dates
- Market investigation
- Clipping Service (Section service)
- Source and topic research
- Distribution of press information (Mail, Fax, Email)