

My Narrative



Anna Mirza Janczy
DIGITAL MARKETING SPECIALIST

Mobile: +1 (847) 767-3764
E-mail: anna@mirza.foundation
Website: trendologist.art

I created personal brands for individual financial advisors and teams that effectively communicated who they are, what they do and why you might consider their advice. I heavily leveraged digital marketing tools such as websites, LinkedIn, email marketing campaigns in addition to custom-made, designed print marketing materials. In addition to this advisor brand initiative, I was a core team member of our executive market leadership team.

Tried and tested having performed countless balancing acts I met the leadership criterium and began overseeing most managerial and all corporate administrative functions. In 2016 when UBS AG announced their global unifying brand relaunch, I exercised my leadership duty to ensure all marketing materials were to the new brand code. Eventually that led to an in house corporate marketing department for the entire Midwest region which consisted of more than 2,000 financial advisors and 160 Billion in AUM. I became the one-stop shop for every advisor looking to up their marketing game.

I continued to prepare and oversee quarterly managerial reports such as the bank's P&L, a self-created macro excel 'coaching report' for financial advisor performance reviews with the market director. Weekly, I created a newsletter for regional submission that highlighted financial market news and insights, harvested from internal use only intellectual capital conference calls.

An event planning wizard from my long tenure, I spear-headed every high-net-worth client event and our annual "Summer Sprint" conference for financial advisors, held in Lake Geneva.

annamirzajanczy.me