

Zhanna Lamanna, CSW
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SUMMARY

Business administrator with extensive international experience in:

- Marketing and brand management for a fortune 500 company.
- Preparing, presenting and managing multi-million dollar marketing budgets.
- Leading cross-disciplinary projects and managing a team of diverse professionals.

EDUCATION & CERTIFICATION

University of New Orleans, M.S., Hospitality and Tourism Management
Kharkov State University, the Ukraine, Specialist Diploma, Interpreter and Teacher of English
and French as Foreign Languages
The Society of Wine Educators, the USA, Certified Specialist of Wine (CSW)

EXPERIENCE

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| <i>President</i>
Lamanna Engineering Consultants, LLC | <i>2010 - Present</i>
New Orleans, LA |
| <ul style="list-style-type: none">• Manage day-to-day operations of the business.• Handle accounts receivable and payable.• Prepare, review, and sign contracts.• Recruit and manage part time and full time employees. | |
| <i>Guest Services Agent</i>
The Roosevelt New Orleans Hotel, Waldorf-Astoria Collection | <i>2009-2010</i> |
| <ul style="list-style-type: none">• Front desk agent and PBX operator of the hotel opening team.• Created property-specific Front Desk training manual. | |
| <i>Independent Research Consultant / Graduate Assistant</i>
School of Hospitality and Tourism, University of New Orleans | <i>2007-2009</i> |
| <ul style="list-style-type: none">• Update of Market and Financial Feasibility Study of Hotel & Restaurant at the UNO Research Park.• Researched the response of area hotels to Hurricane Gustav.• Teaching and administrative assistant to the faculty | |
| <i>Brand Manager Marlboro</i>
Philip Morris Management Services, Moscow, Russian Federation | <i>2004 - 2007</i> |
| <ul style="list-style-type: none">• Managed part of a team that formulated and presented a “turn-around” strategic brand plan for Marlboro in Russia to the International President of Philip Morris. | |

- Supervised or actively contributed to all aspects of the brand plan implementation; in 2005 and 2006 the average annual brand volume growth reached 15%.
- Received the personal Excellence Award for the launch of Marlboro consumer website and a permanent consumer call center.
- Worked with event management agencies on award-winning trade conferences in Moscow and St. Petersburg for the launch of Marlboro Filter Plus.
- Planned, presented and managed seven-digit marketing budget; managed a team of four Russian subordinates providing them with semiannual performance appraisal.
- Promoted a transparent and productive approach in working with Leo Burnett agency and their interactive marketing unit Arc both in Russia and internationally.

Junior Brand Manager 2001 – 2004

Brand Executive Local Brands 1999 – 2001

Marketing Trainee 1998 – 1999

Philip Morris Ukraine (PMU), Kiev, the Ukraine

- Brand volume growth of 22% in 2003 and 38% in 2004 after years of decline.
- Developed a promotion that helped revert the downward trend of Bond Street sales.
- Launched a line extension of Bond Street Super Lights and presented in to the key Ukrainian wholesalers in Istanbul, Turkey.
- Responsible for the multi-million marketing budgets for the Bond Street brand.
- Developed packaging and products for new local cigarette brands and coordinated implementation of selected marketing campaigns.

Interpreter, Health & Safety dept., Kharkov Factory 1997 – 1998

Philip Morris Ukraine (PMU), Kharkov, the Ukraine

DJ and radio presenter 1993 – 1996

Radio-50 Kharkov, the Ukraine

On air work for the first independent FM station in the Eastern Ukraine.

Conference Presentations

Williams, K. & **Lamanna, Z.**, “An Assessment of Resilience to Hurricane Gustav for the Greater New Orleans Hotels,” *Travel and Tourism Research Association (TTRA) Conference*, Honolulu, Hawaii, June 2009.

HONORS AND AWARDS

Excellence Award, 2006, Philip Morris International

LANGUAGES

English, Russian, French, Ukrainian

This resume was last updated 06-23-10.