

COMPETENCES

Executive Communication, **Communication Strategy** (Internal, External, Digital), Change Management Communication, **Brand Development, Brand Reputation**, Brand Identity, Brand Advocacy, Crisis Management, **Budget Management**, Executive Messaging, **Cross-functional Collaboration**, Employee Engagement, **International Event Management, KPI Tracking**, Stakeholder Alignment, Project Management, Public Relations

Content Strategy, Web Content Management, Website Management, UX/UI, **Digital Marketing, Social Media Management**, Community Management, Search Marketing, **Marketing Automation**, Marketing Material Creation, Media Management, Product Launches

SKILLS

SEO, SEM, Google Analytics & Tag Manager, Google Data Studio, Mailchimp, Adobe Suite (InDesign, Illustrator, Premier Pro), PowerDirector, HootSuite, Trello, SalesForce, SAP, Microsoft Office, Cap cut, Canva, Figma, ChatGpt, Gemini, Claude, Gamma, HeyGen, Sharepoint, TYPO 3, Snapchat, Facebook, Instagram, LinkedIn, YouTube, TikTok, Meta Ads, Google Ads, WIX

EDUCATION

Certified Cycle in Digital Marketing & AI

Diploma as UX Designer

Diploma as Social Media Specialist

Federal & European Diploma as Marketing Specialist & Marketing Manager

CONTACT

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Route des Colombettes 226, 1628 Vuadens

VANESSA LAUZIER

Senior Marketing & Communication Specialist - French, Spanish, Enghlish (C1), German (B1-B2)

Recommendations

Digital Production

EXPERIENCES

April 2021 – January 2026

Senior Marketing & Communications Specialist

Koenig & Bauer Banknote Solutions, Lausanne

- **Corporate Communications**: Defining communication, change management, and brand strategy, as well as employer branding and brand ambassador programs; leading audits and the naming process, and collaborating closely with Executive Management.
- **Internal Communication :** Leading communication, crisis management, internal engagement, and rebranding strategies, while tracking KPIs. Producing multichannel content (newsletters, intranet, presentations, product launches). multicanaux (newsletters, intranet, présentations, lancements).
- **External Communication :** Developing and executing global communication strategies (PR, social media, e-reputation, email campaigns), managing print and digital publications (magazines, brochures, manuals), and overseeing full website management.
- **Events Management :** End-to-end organization of events for employees, executive management, and heads of state, as well as international conferences.
- **Content Creation :** Directing art direction and multimedia production (photos, videos, webinars, scripts, key messages), and creating engaging content for social media to boost brand image.
- **Management :** Managing the departmental budget and CRM tools, leading the Communications team, and supervising apprentice training within the department.

May 2018 – April 2021

Marketing & Communications Specialist

Koenig & Bauer Banknote Solutions, Lausanne

August 2016 - December 2017

- **Digital Analytics Analyst** - Nestlé Headquarters, Vevey
- **Community Manager** - Music and Comedy festivals

April 2013 – July 2016

Internal Communications Specialist

Nestlé Headquarters, Vevey

August 2012 – March 2013

Internal Communications Assistant

Nestlé Headquarters, La Tour-de-Peilz

July 2011 – August 2012

Internal Communications & Events Management Trainee

Nestlé Headquarters, Vevey