



# NICOLAS MARI

## Digital Marketing Specialist

10.01.1997 +41 79 921 06 77 nicolasmari@bluewin.ch At the moment: Sierre (VS), but I plan to move to Lugano

[www.nicolasmari.com](http://www.nicolasmari.com)

### EDUCATION

#### Master's degree in Digital Marketing & Communication

Bologna Business School (IT)

2021 - 2023

Main contents:

- Communication & Storytelling
- Branding & Sales Marketing
- Digital Marketing (1st of class)
- Content Marketing & Social Media Marketing
- Search Marketing & Data Analysis
- Optional course: Internet of Things

#### "Marketing Assistant" Certificate

FMP Formation, Lausanne

2021

Main contents:

- Development of marketing concepts
- PR and Social Media

#### Bachelor's degree of Science in Tourism

HES-SO Valais/Wallis

2016 - 2020

Main contents:

- Tourism management, accounting
- Communication, culture and quantitative market research.
- Bachelor thesis about the 2019 Verbier E-Bike Festival

#### Commercial Maturity Certificate

ECCG, Sierre

2012 - 2016

### WORK EXPERIENCE

2022-  
ACTUAL

#### FREELANCE in Digital Marketing / Copywriter

- Event photography with professional image processing in Lightroom, delivering polished and visually appealing final products for rapid use across all media, enhancing client branding and storytelling.
- Creation of high-quality journalistic articles and reports tailored for websites and social media, and drafting of press releases.
- Design and development of customised responsive websites, and management of digital campaigns on Google Ads.

09/2023  
-  
03/2024

#### Digital Marketing Specialist

Bright Company SA (digitale agency), Lausanne (CH)

- Managed digital marketing campaigns, focused on optimizing performance marketing and maximizing efficient lead generation strategies for clients such as Flowbank, Crédit Agricole, Sky Switzerland, or Batmaid.
- Planned, executed, and optimized paid search campaigns on Bing Ads and Google Ads with a strong analytical approach and results-driven mindset.
- Planned, executed and optimized Paid social campaigns on Meta, TikTok, Snapchat, LinkedIn, and Taboola, crafting engaging contents to generate the leads.
- Oversaw monthly marketing budgets, totaling approximately 400K Swiss Francs.

08/2022  
-  
12/2022

#### Project Manager (intern)

Canossa Events (working for Ferrari), Reggio-Emilia (ITA)

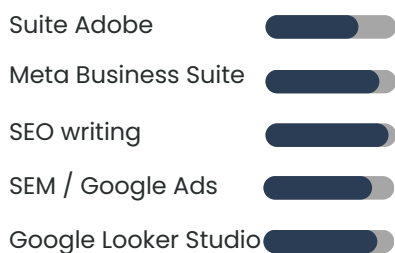
- Dynamic Roadshow Ferrari 296 GTB / GTS (Gstaad, Switzerland): event management, customer care activities, presentation of the models and generation of sales leads. Enhancement of car and brand recognition.
- Esperienza Ferrari Switzerland & East Europe: full coordination of the whole 10 events (logistics, customer relations, budget follow-up...).



## LANGUAGES

- French
- Italian
  - Bilingual C1
- English
  - First Certificate B2, Master done in English.
- German
  - B2 Certificate

## DIGITAL SKILLS



## SOFT SKILLS

- ✓ Solution-oriented spirit
- ✓ Open and collaborative
- ✓ Creative and self-critical
- ✓ Attention to detail
- ✓ Analytical and calm

02/2021  
-  
08/2021

### Junior Executive Assistant

H+H Sion SA (civil engineering company), Sion

- Daily management of correspondence, ensuring smooth communication within the company.
- Administrative tasks and support for property projects.
- Drafting of technical reports and tenders, ensuring compliance and accuracy of official documents

2020

### Military service – Swiss Armed Forces

Airolo/Geneva, Switzerland

- ER SAN 42 : Managed administrative missions with a proven ability to work under pressure.

01/2019  
-  
12/2019

### Marketing & Communication Trainee

Valais/Wallis Promotion, Sion

- Web Marketing : management and development of the “Valais.ch” website, content management.
- Content Marketing : project coordination, management of Italian translations and development of the photo database (shoots, selection, indexing), etc.
- Production: assisted the creation of promotional materials (bike/hiking brochures etc.) with high attention to details, managed and developed the B2B photo database (shootings, selection, indexing).

07/2015  
-  
07/2016

### Administrative trainee

Interpromotion Group SA (Honda/Fiat/Alfa-Romeo car dealer), Sion

- Provided secretarial and administrative support for two car dealerships, demonstrating flexibility and proactivity.
- Creation of vehicle sales invoices and other administrative documents.

## ADDITIONAL INFORMATION AND REFERENCES

*“Nicolas ensures mutual understanding and exchanges with customers by handling day-to-day requests efficiently. By providing accurate and consistent answers, he builds a relationship of trust with customers by proposing and integrating appropriate solutions after each exchange.”*

Steve Savioz, Bright Company SA

*“I had the pleasure of working with Nicolas on our clients’ advertising accounts, aiming to drive them towards performance. His analytical skills, curiosity and unfailing motivation have been invaluable assets in our work together. Nicolas is a dedicated and skilled professional, and I would highly recommend him to any company looking to develop effective marketing strategies.”*

Andrea Escribano, Bright Company SA

More information on my website:

**[nicolasmari.com](http://nicolasmari.com)**

LinkedIn profile:

