

CRISTINA ZANETTI'S CURRICULUM VITAE



28.02.1987
Swiss & Italian
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PERSONAL HIGHLIGHTS

- Swisscom **Marketing Lead for IT Projects**
MS Copilot Go-to-Market and 57 Marketing Accepted Leads for the Future Ready Telemarketing Campaign
- HWZ **Lecturer in Digital Marketing & Sales**
For Bachelor's students in Business Informatics
- Vontobel **Email Marketing Automations**
Implemented the first email marketing automations at Vontobel with Salesforce Marketing Cloud
- Plimsoll **Demand Generation**
70% sales increase with multi-channel campaigns



RELEVANT WORK EXPERIENCE

IT PRODUCT MARKETING MANAGER

06/2023 – 11/2025

Swisscom
Zurich, Switzerland

- ◆ Drive innovation and growth with Sales and Marketing activities for corporate business development of B2B IT products and product lifecycles in the areas of cloud, workplace, analytics and artificial intelligence (AI)
- ◆ Marketing responsibility for 4 of the 5 largest Alliance Partners (Microsoft, Cisco, Dell, AWS) so that a long-term relationship can be guaranteed

UNIVERSITY LECTURER

11/2024 –

Hochschule für Wirtschaft (HWZ)
Zurich, Switzerland

- ◆ Lecturer for the module "Digital Marketing & Sales" (32 lectures) for Bachelor's students in Business Informatics
- ◆ Collaboration with various educational stakeholders to ensure a suitable curriculum for the public education

MARKETING MANAGER

11/2024 –

epigeniXzürich
Zurich, Switzerland

- ◆ Management of the sales and marketing activities that are promising to promote the medical practice despite a limited budget
- ◆ Independent execution or controlling of the execution by an external partner

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MARKETING MANAGER WEALTH MANAGEMENT

06/2018 – 05/2023

Bank Vontobel AG
Zurich, Switzerland

- ◆ Strategic responsibility and management of 8 employees and an annual marketing budget of CHF 1.2 million
- ◆ Responsible for all marketing activities in Investment Banking (strategy, budget, campaigns, events, trade shows and analytics)
- ◆ Organization of multi-day events (both live and digital)
- ◆ Marketing integrations in Salescloud CRM to shorten processing time and improve data quality
- ◆ Data analytics: tracking, analyzing, and improving marketing campaigns by creating detailed reports
- ◆ Creation and distribution of personalized, multilingual email marketing campaigns and MarTech automations

MARKETING EXECUTIVE

04/2016 – 12/2017

Plimsoll Publishing Ltd.
Stockton on Tees, United Kingdom

- ◆ Responsible for the sales and further development of a software that provides company and industry analyses
- ◆ Driving website traffic through digital marketing activities like SEO, SEM, press releases, blogs, email, videos and website optimization
- ◆ Advancing digital transformation and customer loyalty rate through further development of the software

SALES & MARKETING MANAGER

05/2015 – 04/2016

TRS&Co
Newton Aycliffe, United Kingdom

- ◆ Responsible for the active distribution of American beauty products and customer care in the European B2B market
- ◆ Organisation, marketing and execution of trade shows
- ◆ Collaboration with the digital marketing executive to implement tailored marketing initiatives ensuring consistent visual identity

CLIENT SERVICE / KEY ACCOUNT MANAGER

02/2012 – 12/2014

globegarden
Zurich, Switzerland

- ◆ Marketing, consulting and sales of bilingual childcare places to corporate and private customers
- ◆ Key Account Management, CRM, controlling and conflict mgmt.
- ◆ Customer acquisition measures (content marketing, social media, SEO, analytics, trade fairs, and events)
- ◆ Full-time workload with a 40–60% employment level

ENGLISH TEACHER

08/2011 – 08/2012

High School Turgi
Turgi, Switzerland

- ◆ Preparation and teaching of 10-12 lessons per week for 20-25 students of 11-16 years
- ◆ Consulting of parents and students if performance was insufficient
- ◆ Collaboration with the secondary education system

MEMBER OF STUDENT ORGANISATION AIESEC

02/2009 – 12/2010

UZH / Chamber of Tourism
Zurich / Manta
Switzerland / Ecuador

- ◆ Internship at the Chamber of Tourism. Support for small, local restaurant owners in enhancing guest services
- ◆ Marketing, events, training, TV/radio interviews, PR
- ◆ Co-organization of the student event "Career Days"

VOLUNTEERING

07/2007 – 02/2008

Pro Niños de la Calle
Mexico City, Mexico

- ◆ Work with street children in Mexico City, both on the streets and in the "Daily Activities Center"
- ◆ At the center, we offered them comprehensive care consisting of various motor, creative, and reflective activities

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EDUCATION

CAS APPLIED DATA ANALYTICS

01/2020 – 06/2020

Hochschule für Wirtschaft (HWZ)
Zurich, Switzerland

Programming language R, statistics and data management

Certification work to **categorize** the deritrade users in several risk types and assessment of tendencies in the data

MASTER IN MARKETING MANAGEMENT

09/2015 – 09/2017

Teesside University, UK

Marketing Communications, Digital Marketing, Marketing Strategy, Marketing Consultancy, Consumer Behaviour, Product Marketing

Masters Thesis “**User Experience Design** at Plimsoll Publishing”. Analysis and actions to improve dwelling time and conversion rate

MASTERS IN ENGLISH, SPANISH & PSYCHOLOGY

09/2012 – 02/2015

University of Zürich / Erasmus UK

English and Spanish Literature and Linguistics, Corporate Communication, Advertising & Media, Psychology

Master Thesis: «**Verbal Identity**» (Swiss Re, Zurich)
Implement a new verbal style in HR texts following corporate values

LANGUAGES

German: ██████████

Italian: ██████████

English: ██████████

Spanish: ██████████

French: ██████████



IT KNOWHOW

Design Adobe Photoshop, Premiere Pro, InDesign

Marketing Social Media, SEO/SEM, CMS (Drupal, Smarthouse, Episerver, Wordpress), CRM (Salesforce), Marketing Cloud, Aventri

Data R Studio, SQL, Google Analytics, Tableau

Programming AMP Script, API, HTML/CSS, R

Methodology Kanban / Agile Development, Project Mgmt.



INTERESTS & HOBBIES

Leisure Languages & cultures, festivals, cooking

Sports Tennis, cycle, snowboard/ski, dancing, running

References: On Request