

CRISTINA ZANETTI



28.02.1987
Swiss & Italian

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Portfolio & Case Studies:
<https://ai-connect.ch>

Strategic B2B Marketing Leader with 13+ years of experience driving pipeline growth alongside Sales and go-to-market strategies across IT, financial services and healthcare. Focus on partner & licensing business across five languages, lead generation, market development and marketing automation.



PERSONAL HIGHLIGHTS

- Swisscom

Cloud & Digital Workplace Go-to-Markets
Launched complex IT solutions and generated high-impact enterprise pipelines (e.g., 109 Sales Qualified Leads in a telemarketing campaign).
- HWZ

University Lecturer in Digital Marketing & Sales
Focusing on CRM, Automation, Events, Data & AI
- Vontobel

Marketing Automation
Development of the first email marketing and lead nurturing models
- Plimsoll

Growth Marketing
+70% revenue growth achieved through data-driven multi-channel campaigns



RELEVANT WORK EXPERIENCE

UNIVERSITY LECTURER
11/2024 – present

Hochschule für Wirtschaft (HWZ)
Zurich, Switzerland

- ◆ Lecturer for “[Digital Marketing & Sales](#)” (32 lectures) in the Bachelor’s program Business Informatics / Digital Business & AI
- ◆ Design and further development of the curriculum
- ◆ Topics: CRM, synthetic users, marketing automation, campaigns, social listening, website, digital events and tracking

**B2B MARKETING
CONSULTANT & GROWTH
MANAGER**
11/2024 – present

AI-connect
Erlen, Switzerland

- ◆ Digitalmaterial AG (40%, IT Services, 2026–): Tech-Events Representation for Lead Generation, Partnerships and Sales.
- ◆ Rail Diagnostics (Rail Software, 2025–2026): Data Analysis and Campaign Planning.
- ◆ epigeniXzürich (Life Sciences, 2024–2026): Website Relaunch & Go-live, Content (Events, Social Media, Video)

**IT PRODUCT MARKETING
MANAGER**
06/2023 – 11/2025

Swisscom
Zurich, Switzerland

- ◆ Led B2B Go-to-Market and Demand Generation initiatives for IT solutions in close collaboration with Sales
- ◆ Marketing responsibility for strategic alliance partners Microsoft, Cisco, Dell and AWS to ensure funding
- ◆ Campaign execution (including Telemarketing campaign generating 109 SQLs), events, Trade shows and references

MARKETING MANAGER WEALTH MANAGEMENT 06/2018 – 05/2023 Bank Vontobel AG Zurich, Switzerland	◆ Interim leadership of the 6-person Investment Banking marketing team and an annual marketing budget of CHF 1.2 million ◆ Close collaboration with C-Level employees to position the company as trusted advisor ◆ Ownership of end-to-end marketing performance, developed KPI dashboards, managed campaigns and executed multi-day events ◆ Designed and implemented the first marketing automations and lifecycle journeys including lead scoring, increasing engagement and supporting sales qualification processes
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 ◆ Drove website traffic through digital marketing activities like SEO, SEM, press releases, blogs, email, videos and website optimization ◆ Advanced digital transformation and increased customer loyalty rates 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 ◆ Organized and executed trade shows ◆ Supported the definition of positioning, pricing and messaging
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 for Novartis, Roche and Credit Suisse ◆ Sales, controlling, conflict management and marketing activities ◆ Employment rate of 40–60% with a full-time workload
ENGLISH TEACHER 08/2011 – 08/2012 High School Turgi Turgi, Switzerland MEMBER OF STUDENT ORGANISATION AIESEC 02/2009 – 12/2010 UZH / Chamber of Tourism Zurich / Manta Switzerland / Ecuador	◆ Prepared and taught 10-12 lessons per week for 20-25 students aged 11-16 ◆ Supported the parents of students with insufficient performance ◆ Collaborated with the secondary education system ◆ Internship at the Chamber of Tourism. Support for small, local restaurant owners in enhancing guest services ◆ Marketing, events, training, TV/radio interviews, PR ◆ Co-organized 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" ◆ Offered comprehensive care consisting of various motor, creative, and reflective activities at the center



EDUCATION

CAS APPLIED DATA ANALYTICS

01/2020 – 06/2020

Degree: 5.3

Hochschule für Wirtschaft (HWZ)
Zurich, Switzerland

- ◆ Programming language R, statistics and data management
- ◆ Certification work to categorize the derivate users in several risk types and assessment of tendencies in the data

MSC MASTER IN MARKETING MANAGEMENT

09/2015 – 09/2017

Degree: 74% ~ 5.5

Teesside University, UK

- ◆ Marketing Communications, Digital Marketing, Marketing Strategy, Marketing Consultancy, Consumer Behaviour, Product Marketing
- ◆ Master Thesis "User Experience Design at Plimsoll Publishing". Analysis and actions to improve dwelling time and conversion

MA MASTER IN ENGLISH, SPANISH & PSYCHOLOGY

09/2012 – 02/2015

Degree: 4.8

University of Zurich / Erasmus UK

- ◆ English and Spanish Literature and Linguistics, Corporate Communication, Advertising & Media, Psychology
- ◆ Master Thesis: «Verbal Identity» (Swiss Re, Zurich). Implemented a new verbal style in HR texts aligned with corporate values

LANGUAGES

German: ■■■■■■■■■■

Italian: ■■■■■■■■□□

English: ■■■■■■■■□□

Spanish: ■■■■■■■■□□

French: ■■■■■□□□□□□□□



IT KNOWHOW

Analytics

SQL, R, Google Analytics, Tableau

CRM & Automation

Salesforce Sales & Marketing Cloud, HubSpot

Marketing

Oktopost, SEO/SEM/GEO, Aventri

Design

Figma, Affinity, Premiere Pro

Methodologies

Kanban, Agile Development

Web & Tracking

HTML/CSS, AMPscript, API, CMS (Drupal, Smarthouse, Episerver, WordPress)



INTERESTS & HOBBIES

Leisure

Languages & cultures, festivals, cooking, playing "Jass"

Sports

Tennis, cycling, snowboarding / (cross country) skiing, dancing, running, SUP

References: On Request