

PIERRE-OLLIVIER TISSIER

Marketing & Communication Manager Bilingual French / English



09.07.1984
Swiss
Driving licence A & B



E-mail:
pierreolliviertissier@gmail.com
Address:
Rue Cité Derrière 10,
1005 Lausanne, Suisse.



Telephone:
+41 (0) 78 609 92 75

Work experience

Communication and digital marketing specialist BG Ingénieurs Conseils | Lausanne - Switzerland

Nov. 2021 - Dec. 2022

Missions:

- Redesign and implementation of the group's visual identity.
- Creation of communication concepts by target/message/channel for the different activities and sectors of the group.
- Total redesign and maintenance of the group's website.
- Coordination and writing of editorial content (website, social networks, newsletter).
- Management of digital communication and digital tools.
- Redesign of the group's website (UX, UI, development, SEO and optimization).
- Definition of KPIs and total reporting of digital tools (Google Analytics, LinkedIn Reporting, Power BI).
- Redesign of print communication materials (brochures, posters, rollups...).
- Creation of communication concepts for events.

Marketing & communication manager SOS EVASAN SA | Vich - Switzerland

Feb. 2013 - May 2017

Missions:

- Studies and repositioning of the company.
- Redesign and implementation of the company's visual identity.
- Management of the marketing budget and distribution of expenses.
- Coordination and creation of content (newsletter and blog).
- Implementation of automated communications.
- Print creation and coordination (brochures, flyers, posters, booklets, etc.).
- Management and creation of digital projects:
 - Creation of the global digital strategy.
 - CRM, ERP.
 - UI and UX analysis and creation of websites.
 - Creation of campaigns and content strategies on social networks (editorial content, videos).
 - Management of Google tools (AdWords, Analytics, MyBusiness), Facebook (Business and Ads Manager).

Member of the board of directors Expertise in digital marketing

Schoolbox | Paris - France

July 2021 - present

Missions:

- Consulting in digital marketing strategy
- Website development
- Online sales strategy consulting
- SEO strategy consulting

Marketing and Communication Manager Collège Champittet | Pully - Switzerland

Nov. 2017 - Oct. 2021

Missions:

- Management of a team (graphic designer, webmaster and long-term employees).
- Redesign and implementation of the company's visual identity.
- Management of the marketing budget and distribution of expenses.
- Implementation of marketing automation tools (e-mail nurturing).
- Coordination and creation of content for the monthly newsletter.
- Creation and coordination of print materials (brochures, flyers, posters, booklets, etc.).
- Coordination of Public Relations actions.
- Digital: creation of the global digital strategy; creation of campaigns and content strategies on social networks; creation of video material for digital broadcasting campaigns; management of Google needs (AdWords, Analytics, MyBusiness); Facebook / Instagram (Business and Ads Manager); UI, UX, analysis of the website; creation of content and analysis of the website's SEO performance.
- Website creation (Wordpress) for specific needs of the company and implementation of a project management tool.
- Events: creation and coordination of the communication strategy and implementation of feedback.

Creation of a web and graphic design agency Stratospherik | Nice - France

June 2007 - Dec. 2010

Missions:

- Creation and registration of the company.
- Design and development of websites and print design .
- Scout out new customers.
- Websites maintenance.
- Customer satisfaction and loyalty.

Customer loyalty marketing and web strategy manager

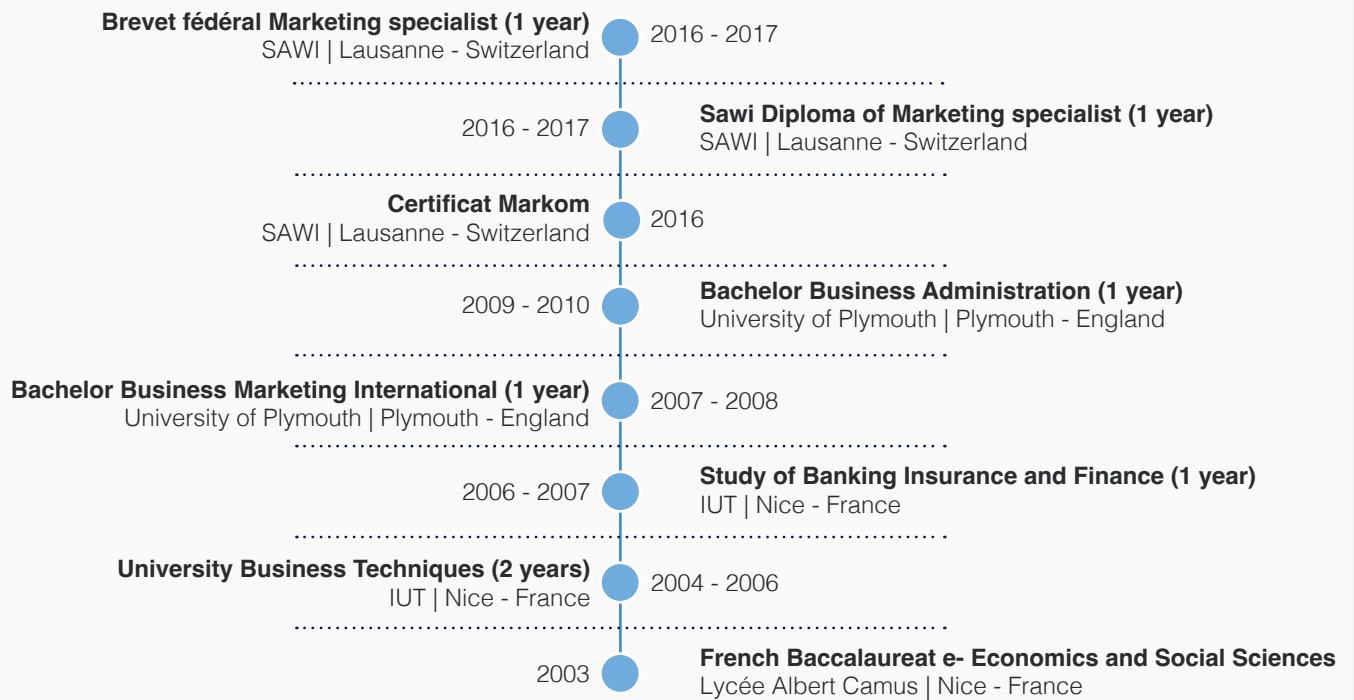
Sano Concept | Lausanne - Switzerland

Jan. 2011 - Jan. 2013

Missions:

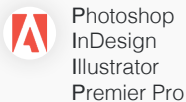
- Customer loyalty strategy creation, maintenance and development.
- Creation of the Sano Concept Group's web strategy.
- Development of the group's communication.
- Internet project manager (Maprime.ch, Achatsgagnants.fr, Scoreclub.ch).
- Web developer team manager.

Education

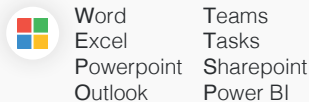


Computer skills

Adobe Creative suite



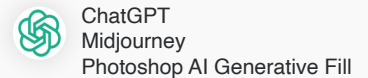
Microsoft 365



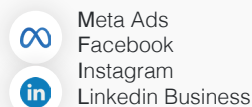
Google (SEA - SEM)



Artificial Intelligence (AI)



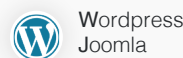
Social networks



Web



CMS



CRM

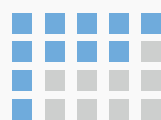


Project management



Languages & leisure activities

French (Mother tongue)
English (Fluent - C1)
Italian (Scholar level - A2)
Spanish (Notions - A1)



web digital-marketing technology sport design web-design
joomla! language social-networks media application automotive
SEO social-media technology HTML/CSS motorbike project-
management tennis wordpress SEA TRENDS graphic-design
Group-Work economics Google Analytics CRM content marketing
automation