



LÉONTINE PAROLINI



Find out more on my portfolio just by scanning the QR code!

11th February, 1997
Swiss Nationality
Single

Digital Activation Specialist

CONTACT

+41 77 400 13 22
leontine.parolini@gmail.com
LinkedIn : Léontine Zoé Parolini
Passage François-Bocion 4
1007 Lausanne
Switzerland

LANGUAGES

French : mother tongue
English : C1 level
(Cambridge English
Advanced Certificate)
German : B2 level (WIDAF)
Italian : A2 level
Spanish : B1 level

COMPUTER SKILLS

Facebook Manager
Google Ads, Google Analytics,
Google Data Studio, Google
Tag Manager
Linkedin Ads
Adobe Suite
WinBiz

DIPLOMA

- BSc in Management & Tourism
- Professional Maturity Certificate
in Business
- Federal Certificate of Proficiency
as a commercial employee
- Google Digital Academy Diplomas

EDUCATION

LUCERNE UNIVERSITY OF APPLIED SCIENCES AND ARTS | 2020 (1st semester)
Master in Business Administration - Major in Online Business and Marketing

UNIVERSITY OF APPLIED SCIENCES IN VALAIS/WALLIS | 2016 - 2020
Bachelor in Management & Tourism - Digital as principal option and event management as secondary
Graduation with the BSc in Management & Tourism
Bachelor's thesis on the use of social media in the field of European natural parks (Grade: 5.5/6)

PROFESSIONAL EXPERIENCE

Digital Marketing Strategist

Vevey | July 2020 - now

Marvelous Digital SA

- Digital brand strategy (national/international, many industries)
- Implementation, management & reporting of acquisition campaigns
- Coordination of social networks
- Management of content creation (visuals, copywriting)
- Community Management
- Realization of competitive intelligence
- Management of influencer campaigns

Tools: Google Ads, Google Tag Manager, Facebook Manager, LinkedIn Ads, Creator Studio, Trello, Sprinklr, Mailchimp

Skills acquired :

Project Management
Creativity
Empathy
Reactivity
Strength of suggestions
Synthesis capacity

Administrative Assistant 20%

Puidoux | January 2021 - September 2021

Oenoconcept Sàrl

- Creation and management of the website
- Invoicing
- Various administrative tasks

Skills acquired :

WinBiz program
Sense of organisation
HTML code

Event Management Assistant in sport organisation

Lausanne | January 2019 - September 2019

Ville de Lausanne - Sports Service

- Management of social media and creation of newsletters
- Management of volunteers
- Creation of the press kit and preparation of the press conference
- General coordination of the event & Athletes' services

Skills acquired :

Sense of organisation
Stress resistance
Team work
Social Media