

Laura Schneider

Experiential Marketing and Communications

10 years of experience in events, communications and marketing with a focus on luxury clientele in fashion, fine art, alcohol, tobacco, jewelery, automobile, as well as food and beverage industries.

EXPERIENCE

- 2020**
New York
- Marketing and Communications Coordinator**
Curvexpo / Comexposium USA
- Led the production of all the content for the virtual trade show Curve-Connect.com (sponsored webinars, panels, workshops, interviews, award ceremonies, tutorial videos, promotional ads)
 - Produced and coordinated Weekly Live Webinar series focusing on transitioning traditional brick & mortar businesses into viable e-commerce platform
 - Managed the creation and design of a bi-yearly industry magazine called Revealed and coordinated its worldwide distribution
 - Created content and managed the social media strategy to boost customer engagement on all platforms
 - Implemented end-to-end strategies for Curve's email marketing and promotional campaigns, including: planning, segmentation, execution, design, testing, deployment, analysis and optimization.

- 2017—2018**
Zurich
- Account Manager, Experiential Marketing & Events**
MCH GLOBAL / MCH Group (Live Marketing Solutions & Exhibitions)
- Conducted brand audits and strategic analysis at large trade shows including CES Las Vegas
 - Contributed to defining creative direction, developing concepts and content for RFP responses
 - Led the production of successful events such as: exhibitions, brand experiences, and activations, product launches, festivals, concerts, roadshows
 - Coordinated implementation of all on-site visual elements for events

- 2016—2017**
Lausanne
- Brand Manager, Philip Morris Account**
CPM Switzerland (Sales & Marketing Agency) | An OMNICOM Group Company
- Increased customer conversion, engagement and loyalty through multiple strategies such as brand activations, marketing and merchandising campaigns as well as special event coordination
 - Formed, trained and managed teams for product promotions and merchandising campaigns at 3000+ retail locations
 - Prepared cost estimates, invoices, and analyzed statistical results for customer conversion and sales increase, in addition to coordination of logistics for delivery and application of promotional and merchandising items
- Achievements:**
Built a team of 50+ hosts, promoters and merchandisers
Successfully managed a project with an annual budget of \$3.5 Million

CLIENTS

Moët & Hennessy, Nestlé, Nespresso, Montblanc, Swatch Group, Art Basel, BaselWorld, Expo 2020 Dubai UAE, The New Zealand Pavilion for Expo 2020 Dubai UAE, Montreux Jazz Festival, UBS Swiss Bank, Philip Morris International, BMW, Volkswagen, General Electric, Tetra Pak

EDUCATION

Pratt Institute, New York
Certificate of Graphic Design, 2019

Montreux School of Business, Switzerland
International Bachelor in Business and Administration
Major: Marketing, 2012
• Valedictorian, Cum Laude, GPA 3.61

IEDC Bled School of Management, Slovenia
Discovery Management Program, 2012

SOFTWARE

Wordpress	Salesforce
WIX	Retailforce
Basic HTML	SAP
Adobe Creative Cloud	MS Office
• Illustrator	• Outlook
• Indesign	• Word
• Photoshop	• Excel
	• Powerpoint
Trello	
Monday	

LANGUAGES

English Fluent	French Native
German Goethe Institute Level C1	Hungarian Native

EXPERIENCE (CONTINUED)

- 2014—2015**
Lausanne **Account Manager, Experiential Events & Communications**
Miss Camping Events & Communications Agency
- Engaged in all phases of event creation, planning, organization, implementation and management
 - Focused on both internal and external events for corporate clients and governmental entities through client acquisition, customer loyalty programs, marketing, branding and public relations
 - Established budgets, sourced and supervised contractors and provided on-site event management
- Achievements:**
- Increased monthly sales turnover by 24% in December 2014
 - 40% social media increase in 1 year.
- 2013**
Lausanne **Marketing Coordinator, Events Marketing & Sponsoring**
Philip Morris International Management S.A
- Coordinated the planning and execution of internal and external marketing events such as Monaco Grand Prix Formula 1, and events sponsored by Marlboro for Scuderia Ferrari and Ducati PMI Annual Marketing Meetings, product launches and conferences.
 - Ensured that the development of the events and materials (event coordination, venue, suppliers, key visuals, communication contents) were accurate and well in line with the different stakeholders
 - Negotiated contracts with all the suppliers following internal policies to obtain required approvals in compliance with procurement, finance and legal departments
- Achievements:**
- Successfully drove brand awareness and customer loyalty,
 - Developed creative consumer and trade initiative for sponsored events
 - Demonstrated an attention to detail and creativity
- 2010—2012**
Los Angeles **EU Brand Director, entrepreneurial venture**
Ntandem LLC. (Music Label & talent management Agency)
- Played a key role in successfully managing and growing the business in the EU market by conducting quantitative business analysis covering a variety of topics including sales, market trends, competition to identify opportunities for growth, and developing effective programs
 - Was responsible for developing and execution of integrated marketing communications plans and related budgets
 - Supported the sales and account management teams to increase the growth of sales
 - Led creative design and copywriting for digital and print including websites social media, PR, trade and community engagement both internally and externally.
- 2009—2011**
Morges **Sales Manager, Scientific & Technical Translations**
Traductions Scientifiques TechTra S.A.
- Implemented marketing and communications strategies for a technical documentation translation service
 - Defined sales strategies to optimize market penetration, prospected and negotiated commercial terms
- Achievements:**
- Expanded existing American and German markets in heavy machinery and automotive manufacturing
 - Opened the French market with the acquisition of French auto-manufacturer
 - Peugeot PSA Group
Increased sales turnover by 10% in 2 years

CAPABILITIES



Branding

Brand Identity Development
Consumer Flows
Creative Workshop Coordination
Visual Guidelines & Brand Standards



Digital Marketing

Strategic Concept Building
Social Media Campaigns
Digital Marketing Integration
Data Capture, Metrics, ROI



Live Event Production

Experiential Concept Design
Vendor, Staff and Client Management
Budget Building & Reconciling
Event Styling & On-Site Management



Strategic Consulting

RFP Responses
Proposal and Budget Creation
360° Marketing Strategy
Consumer Campaign Building
Branded Entertainment
Strategic Partnership
Business Development



Visual Communication

Presentations
Moodboards
Manuals / Plans
Sales Material Design
Graphic Design
Illustration
Logo design