

## CV - BEATRICE MONTSERRAT

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**Details** 7, ch. des Oiseaux, 1162 St-Prex  
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**Profile**

- Thorough experience in the field of marketing and communication as an Advertising Manager (in large companies) as well as an Art Director (in advertising agencies).
- Diplomas in Marketing Communications at SAWI/SPRI and in communication design at Art Center College of Design (Europe)
- Fluent in 4 European languages

**Objectives**

- *to join an international company*
- *to use both my knowledge and my creativity*
- *to evolve in a dynamic environment and/or team*

## EXPERIENCE

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### **Communication Manager**

Atic SA  
2005 – 2007

Merchandising specialist for Caterpillar, JCB, Procter & Gamble  
Developed and supervised B2B websites, created e-mailing, traditional print mailing as well as folders.  
Account Management for the German market  
Support to the account management team.

### **Advertising Manager**

F.Uhlmann-Eyraud SA  
2002 – 2003

OTC medicine, Evian, Dermophil Indien, Fisherman's Friend.  
Positioning of a professional communication structure.  
Created and developed various collateral material in B2B and B2C (print ads, posters, brochures, sales folders, displays, etc.)  
Implemented internal process and information flows, organized the media coordination for the product managers.

### **Advertising Manager**

Mandataire commerciale  
Migros Vaud, Ecublens  
1998 – 2002

Food, non food, near food, shopping centers.  
In charge of Migros Vaud advertising budget  
Turned the office into a professional advertising department.  
Managed a team of 3 people and set up a training structure.  
Structured formal process to deal with advertising agencies.  
Positioned the publicity department internally.  
Organized contests, events and coordinated sponsoring actions.  
Created the in-house magazine (strategy and layout).

### **Assistant Manager Advertising**

Migros Vaud, Lausanne  
1996 - 1998

Responsible for the advertising of the cultural department including Ecole-club, Concert-club and Connaissance du Monde  
Completely restructured the advertising office, which contributed to a 28% cost savings.  
Spearheaded advertising for the Romandie region.

### **Art Director**

Saatchi & Saatchi, Nyon  
1993 - 1995

Main clients : WWF International, DuPont de Nemours, ABB and IRL.  
Created and designed an advertising campaign for the WWF, designed the ABB in-house magazine, directed photographers and illustrators. Worked in an English environment.

### **Graphic designer**

McCann-Erickson, Geneva  
1992 - 1993

Main clients : Cryovac, Opel, Martini and Mc Donald  
Designed print layouts. Won 2<sup>nd</sup> prize Alpaction campaign  
Expertise in Quark-XPress, Illustrator et Photoshop.

### **AD assistant**

CLM / BBDO, Paris  
Young & Rubicam, Paris  
Saatchi & Saatchi, Paris

Clients : Kookai campaign, Well, Total  
Clients : Kodak, Danone (Taillefine TV commercial)  
Clients : Avis, Lanson, Procter & Gamble.

- 1991 - 1992 Won 2<sup>nd</sup> prize Lanson champagne campaign  
Worked with casting agencies and with the French media
- Graphic designer, freelance**  
Lausanne, Montreux  
1991 Various positions in advertising (design of logos, brochures, consulting, etc.) and worked with *OWI Agence Conseil en Communication*

## EDUCATION

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- SAWI / SPRI, Lausanne**  
1999 – 2001
- Diplôme de directeur de communication (DirCom SAWI / SPRI)
  - Diploma in Marketing Communications (International Advertising Association)
- Art Center College of Design**  
**La Tour-de-Peilz**  
1987 - 1990
- Graphics, packaging, advertising  
Bachelor of Fine Arts in Communication Design (BFA), graduated with honours
- Gymnase Cantonal de Chamblandes**  
**Pully**  
1983 - 1986
- Certificate of High Education (Baccalauréat) B (Latin-English emphasis)  
Cambridge First Certificate in English
- Continuous training**
- Web publisher Diploma, Infolearn, Lausanne (2004)
  - Course in copywriting in publicity, SAWI, Lausanne (1998)
  - Course in Italian, Esame IV, livello medio superiore, Istituto Italiano, Roma (1991)
  - Course in German, Prüfung "Deutsch als Fremdsprache", Universität Düsseldorf (1987)

## BONUSES

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- Languages**
- French *spoken (excellent), written (excellent)*
  - German *spoken (excellent), written (good)*
  - English *spoken (excellent), written (good)*
  - Italian *spoken (average), written (average)*
- Other activities**
- Sales counselor for Alibébé, Switzerland - 2005 – 2006
  - CMS (Club Marketing Suisse), Geneva section - *Since 1997*
  - Club Med, St Moritz, GO ski instructor – *Winter season 1995-96*
  - Seminar facilitator in advertising and marketing, JurisConseil, Lausanne, for the course "How to create a business" – 1995
- Studies abroad (2 to 5 months)** Rome, Düsseldorf, Vermont USA, Pasadena USA
- My preferences** Ski, diving  
Movies, music festivals  
Tourmentin, Malvoisie
- Facts & figures** 41 years old, married, 3 children, Swiss