



Giordan Bernard

Digital Marketing Manager

Acquisition · Retention · Loyalty · CRM · Automation

Analytical

Detail-oriented

Solution-oriented

Collaborative

Versatile

- ✉ contact@giordanbernard.ch
- 🌐 linkedin.com/in/giordanbernard
- 📍 Genolier, Switzerland
- 🕒 Available from 01.12.2026

01 PROFESSIONAL EXPERIENCE

Digital Product Executive

June 2024 — Nov. 2026

Webloyalty — Nyon

- Subscription-based online cashback services: managing automated customer journeys for around twenty products across ten international markets — over a hundred active journeys serving 1.5 million subscribers.
- Design and optimisation of automated communications in **Bloomreach Engagement**: emails, weblayers, segmentation and personalisation, including the redesign and migration of journeys to the Visual Builder.
- Deliverability monitoring, post-release monitoring and resolution of customer journey and data issues.
- Product operations**: securing sensitive account changes (password, email address, bank details) across several products — requirements scoping, legal validation and UAT.
- Daily coordination in English with the Acquisition, Payment, Legal and Customer Service teams, customer support in the Philippines and developers in India.

Digital Marketing Manager

Jan. 2021 — May 2024

ESH Médias — Nyon

- Acquisition and retention** of digital and print subscribers for **Marché Lecteurs**, covering the group's regional newspapers in French-speaking Switzerland — **ArcInfo, Le Nouvelliste, La Côte** — over 185,000 readers.
- Implementation and optimisation of subscriber acquisition campaigns: email marketing, Google Ads, paid social, landing pages and forms.
- Optimisation of **subscription** funnels, paywalls and conversion journeys.
- Creation and publishing of landing pages and email templates, with direct HTML/CSS editing.
- A/B testing of segments, content and email formats.
- Use of **CRM, CDP** and marketing automation tools: Microsoft Dynamics, ClickDimensions, **Spotler** — segments, workflows and automated journeys.
- Performance tracking, ROI analysis and structuring of customer data collection and quality, as data point of contact for **Marché Lecteurs**.

Digital Project Designer

2019–2020

LIVE TEAMS SA

Geneva

- 3D visualisations · digital assets · graphic elements
- Fine watchmaking · private banking · creative concepts

Visual Merchandising assignments

2015–2017

CEPV / ESAA — Vevey

- Théâtre de Vidy · Villa « Le Lac » · Eva J · Hieber Frische Center
- Visual design · scenography · visitor experience

Promotion & Marketing — Intern

2014

Ballykelly, Northern Ireland

- Digital content · photography · web assets
- Communication in English · Facebook posts

Customer Marketing and Sales Capabilities Intern

2013–2014

Logitech — Parc scientifique de l'EPFL

- Online product listings · content structuring
- Product consistency · materials for sales partners

02 EDUCATION

Web Project Manager · Diplôme fédéral

2020–2021

SWICO — Lausanne

- Digital project management · strategic and operational management
- Business / technical coordination · digital transformation
- Scoping of digital solutions · project implementation

Digital Project Manager · Diplôme SAWI

2020–2021

SAWI — Lausanne

- Requirements scoping · stakeholder coordination
- Marketing, technical and managerial approach to digital projects
- Turning business objectives into practical solutions

Bachelor of Science — Media Engineering

2017–2019

HEIG-VD — Yverdon-les-Bains

Studies not completed · web technologies · UX Communication · digital marketing Digital business models

Diplôme ES — Visual Merchandising Designer

2015–2017

CEPV / ESAA — Vevey

Visual design · scenography · experience design Digital assets · retail spaces · creative projects

CFC Médiamaticien

2011–2015

CPNV — Sainte-Croix

Communication · web · multimedia Marketing · project management Distinction for third-highest overall average

03 KEY SKILLS

CRM & automation

Bloomreach Engagement · automated journeys · weblayers · segmentation · personalisation · A/B testing · deliverability · Microsoft Dynamics · ClickDimensions · Spotler · Mailchimp

Acquisition & conversion

Email marketing · Google Ads · landing pages · paywalls · subscription funnels · remarketing · conversion optimisation

Data & performance

Google Analytics · Google Tag Manager · UTM parameters · KPIs · ROI analysis · advanced Excel · customer data quality

Product operations & coordination

Jira · Confluence · Rovo · UAT · pre-release validation · monitoring · process documentation · cross-functional coordination

AI & continuous improvement

Microsoft Copilot · Rovo · Claude · ChatGPT · prompt writing · task automation · AI-assisted prototyping

Visual design & web

Adobe Creative Suite · Figma · HTML · CSS · Jinja · WordPress · CMS · web design · 3D visualisation

04 LANGUAGES

French — native · **English** — C1, daily professional use
German — A1, school-level basics

05 INTERESTS

🕒 Horology 🎬 Cinema 🔄 Vibe coding & AI prototyping