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nationality
Swiss / Brazilian

civil status
Married, 1 child

date of birth
26.06.1972

Summary of Qualifications

Accomplished communication professional with 13+ years of agency, consulting and in-house experience acquired across Europe and the USA. Holds a Bachelor (BFA) in communication design and a Swiss Federal Degree in Public Relations.

Proven track record in leading internal and external communication activities for a large variety of clients and audiences. Demonstrated capacity to generate exposure, raise awareness, ensure brand adherence and brand engagement through communications strategies encompassing both traditional and digital media channels.

Area of Expertise

- Integrated marketing communications (IMC).
- Internal and external communications.
- Brand identities and Visual brand languages (VBL).
- Public relations and brand management.
- Visual communication and design best practices.
- Project & team management.
- Usability and user experience.
- Web 2.0 and interactive social media.
- Coaching and mentoring on communications.

Selected Qualities and Strengths

- Excellent listener and communicator.
- Creative, innovative and highly customer oriented.
- Excellent interpersonal skills.
- Strong influencing and negotiation skills.
- Demonstrated leadership and supervisory skills.
- Cultural sensitivity and multilingual capabilities.
- Recognized as a problem solver.
- Positive, committed to excellence and success.

Languages

Native **French and Portuguese** speaker, **English proficiency**, knowledge of **German and Italian**.

Work Experience

FREELANCE Communications and PR Specialist

Geneva (CH) / Paris (FR), Advertising
Feb 2010 / present Freelance work for clients including **Sabina Advertising** (Lausanne), **Euro RSCG** (Paris), **Adequasys** (Geneva).

> Key contributions

- Analysis, strategy, usability, user experience & design for large-scale online developments.
- Coaching on interactive PR and online brand management matters.
- Mobile application design and development management.

PICTET & CIE Internal Communications and User Interface Specialist **(contracting)**

Geneva (CH), Private Banking
June 2008 / Jan 2010 Full-time contracting work for Pictet & Cie, Switzerland's largest closely held private bank and one of the largest independent wealth management institutions in Europe with 3,000+ employees worldwide.

Coordination and management of the HR department's internal communications efforts surrounding the global rollout of a Human Resource Information System (HRIS).
Responsible for the overall user experience in parallel to the supervision of all internal communication activities related to the project – from concept to execution – including production of newsletters, guides, fact sheets, FAQ's, presentations, tutorials, training material & sessions, e-mailings, general communications, etc.

> Key contributions

- Collaboration with steering committee, HR staff, IT and various stakeholders to define and implement tools achieving business objectives while ensuring strong user adherence.
- Management of print and digital communications activities. Support to the Change management efforts.
- Provided advice and expertise to managers on user-centered design principles and communication best practices.
- Oversight of all front-end related aspects of the projects, focus on usability, innovation, consistency and quality while keeping in line with branding guidelines.

FREELANCE Communications and PR Specialist

Paris (FR), Advertising
March 2008 / June 2008 Full-time contracting work for Euro RSCG C&O – a worldwide leading marketing communications agency.
Project management and artistic direction on a visual brand language makeover for **Bureau Veritas**.

> Key contributions

- Visual brand language definition and execution. Development of branding guidelines and style guides.
- Responsible for consistency & quality of both printed and digital deliverables.
- Established an online PR / social media strategy. Initiated corporate presence on major social networks.

PREZENZ SARL Lead Creative

Geneva (CH), New Media
Nov 2004 / Feb 2008

Media agency offering a full range of web services including online brand management, website and intranet design & developments, online advertising, e-marketing, etc.

Client liaison and project management of several major corporate and institutional accounts. Responsible for the creation, execution and coordination of projects in line with time, quality and cost constraints.

> Key contributions

- Development and execution of online marketing initiatives for clients including **Badollet watches, CSM SA, IC Agency, Lalive lawyers, le Prix de Lausanne**, etc.
- Supervision of year-round e-communications activities for clients including **Manpower, Visilab, Intras Insurance, Getaz Romang**, etc.
- Increased qualified leads generation and conversion rate for the **European Society for Opinion and Marketing Research (ESOMAR)**. Initiated the client's offline business model transition to online.
- Created new business opportunities with leads and pitches, securing accounts such as **Vacheron Constantin, Gucci, Jaeger Lecoultre**, les **Hôpitaux Universitaires de Genève** (HUG), **fondation pour Genève**, the **International Electrotechnical Commission (IEC)**, etc.
- Design and execution of online and print material (corporate identities, marketing documentations, brochures, annual reports, business presentations, newsletters, websites, e-mailings, etc)

DXD2 SARL Founder, Managing Director

Geneva (CH), New Media
Nov 2001 / Oct 2004

Web agency offering custom internet developments and web content management solutions.

> Key contributions

- Agency and budget management.
- Supervision of employees, freelancers and external agencies in the design and development of Rich Internet Applications (RIA), web-based collaborative environments and the development of an in-house Content Management Systems (CMS) solution.
- Secured strategic partnerships with web agencies and professionals in order to spearhead large-scale projects for **Orange Communications, Japan Tobacco International's (JT)**, **Serono**, etc.

MARVEL COMMUNICATIONS SA Senior Creative

Gland (CH), E-Marketing
Jan 2000 / Oct 2001

Pioneer in the mixing of brand management and business intelligence, leading multimedia agency in the Suisse Romande, Marvel Communications was part of the **Swissquote Group**, founder of the first pure Internet-based bank to operate in Switzerland.

Primary creative contact. Responsible for projects analysis, requirements gathering, design and prototyping for high-profile accounts including the **International Olympic Committee (IOC)**, **Nespresso**, **Generali Group**, **Banque Cantonale Vaudoise (BCV)**, the **World Meteorological Organization (WMO)**, the **Worldwide Fund for Nature (WWF)** and the **Automobile Club de Suisse (ACS)**, etc.

> Key contributions

- Online brand management (website development, updates and maintenance, newsletters, online advertising, natural and paid referencing, e-mail campaigns, client support, etc).
- Liaised with clients, IT developers, external agencies and project stakeholders.
- Developed UI standards and style guides for consistent look and feel, layout and navigation.
- Ensured design consistency & quality of all assigned project and developments.
- Supervised online branding, web site UI and advertising revenue. Monitored web site traffic growth.

SIJTHOFF AND LUPOLI LLC Managing Partner

Los Angeles (USA), New Media
Jan 1999 / Jan 2000

Full service creative agency based in Los Angeles, featured guest at the 99' Internet World in Los Angeles.

Secured projects for clients such as **Columbia Tristar Interactive, Sony Pictures Entertainment, Kaiser Permanente, IBM, MTV USA, Rede Globo TV network, Grundig, Hauser Design Inc, McCann & Erickson**.

> Key contributions

- Development of business plan and core methodology.
- Strategic direction and company's mission.
- Associate creative on all projects, responsible for all deliverables.

SONY PICTURES ENTERTAINMENT Graphic Designer

Los Angeles (USA), Online Entertainment
Oct 1997 / Dec 1998

User interface and interaction design of the blockbuster hit multiplayer game **Jeopardy! Online** for **Columbia Tristar Interactive's** (a Sony Picture Entertainment company).

Jeopardy! Online was the internet version of the popular TV game show. At its launch in 1998, it became the most popular casual game on the web and won multiple awards (New Media Invision Award, "best Family / Board Game" by the Academy of Interactive Arts and Sciences (AIAS), "outstanding website" by the Web Marketing Association. etc.)

Education

PMI Project Management Institute In Progress	PMI Certification
SSRP-SPRG Swiss Public Relation Society Summer 2007	Brevet Fédéral de Spécialiste en Relations Publiques , Bern (Switzerland) Federal Degree of Public Relations Specialist
SPRI / SAWI Swiss Public Relation Institute 2006 / 2007	Certificat de Spécialiste en Relations Publiques , Lausanne (Switzerland) Certificate of Public Relations Specialist
ACCD Art Center College of Design 1994 / 1997	Bachelor of Fine Arts (BFA) in Communication Design , Pasadena (USA)
Ceruleum école d'arts visuels 1992 / 1993	Visual Arts Program Certificate , Lausanne (Switzerland)
Édouard Claparède College 1988 / 1992	Swiss Federal Maturity Certificate (modern languages), Geneva (Switzerland)

Technical Skills

Computer-literate with extensive software proficiency covering a wide variety of applications, including:

- **Desktop Publishing:** Adobe Creative Suite (CS5): Photoshop, Illustrator, Acrobat, Dreamweaver, Flash, Adobe Indesign and Quark Xpress.
- **Internet:** HTML 5, CSS, JavaScript, AJAX, various Content Management Systems (CMS) and databases, etc.
- **Audio / Video:** Apple Final Cut, Adobe After Effects, Adobe Premiere, Apple iMovie, Flash video.
- **Office and Productivity:** MS Office Suite, IBM Lotus, Microsoft SharePoint, Microsoft Visio, etc.

Professional Associations

AIGA (American Institute of Graphic Arts)

ISOC (Internet Society)

SRRP (Société Romande de Relations Publiques)

Special Interests

New technologies, product design, photography, architecture, sustainable development, world cultures, etc.