



name
Pierre-Alain Murbach

address
**87, rue Virginio-Malnati
1217 Meyrin
Switzerland**

mobile phone
+41 78 866 31 34

e-mail
contact@pmurbach.com

web
www.pmurbach.com

nationality
Swiss / Brazilian

civil status
Married, 1 child

date of birth
26.06.1972

Summary of Qualifications

Seasoned 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 successfully leading internal and external communication activities for a variety of organizations and audiences. Demonstrated capacity to generate exposure, raise awareness, ensure brand adherence or brand engagement through marketing communications strategies encompassing both traditional and digital media channels.

Area of Expertise

- Integrated marketing communications (IMC).
- Brand identities and Visual brand languages (VBL).
- Public relations & Interactive PR.
- Print and electronic media communication.
- Project, team & budget management.
- Web industry standards and best practices.
- Information Architecture and User interface.
- Social-media marketing.

Selected Qualities and Strengths

- Excellent listener and communicator.
- Creative, innovative and highly customer oriented.
- Excellent interpersonal skills.
- Strong influencing and negotiation skills.
- Leadership and team building expertise.
- Cultural sensitivity and multilingual capabilities.
- Recognized as a problem solver.
- Positive, result driven, committed to excellence.

Languages

Native **French and Portuguese**, Fluent **English**, 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 **Euro RSCG** (Paris), **Sabina Advertising** (Lausanne), **Adequasys** (Geneva).

> Key contributions

- Offered consulting services on all aspects of media relations, web management, corporate publications, design, e-marketing and corporate communications.
- Managed large-scale projects from proposal through delivery. Developed branding guidelines and established online PR / social media strategies.
- Ensured consistency & quality of project's printed and digital deliverables.
- Designed and supervised the development of a mobile application.

PICTET & CIE Internal Communications / UX Specialist (contracting)

Geneva (CH), Private Banking

Jun 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 the internal communication activities related to the project – from concept to delivery – including production of newsletters, guides, fact sheets, FAQ's, microsites, interactive presentations, training material, collateral literature, e-mails, etc.

> Key contributions

- Defined and implemented tools achieving business objectives and improving user adherence.
- Managed the project's print & digital communications activities and progressively took the lead on the change management initiatives.
- Provided counsel and expertise to executives and managers on user-centered design principles and communication best practices.
- Oversaw all front-end related aspects of the HR solution with focus on usability, innovation, consistency and quality while keeping in line with branding guidelines.

PREZENZ SARL Lead Creative - Account Manager

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

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

- Creative direction of online marketing initiatives and Intranet developments for clients including **Badollet watches**, **Colin McRae Motorsports**, **CSM SA**, **IC Agency**, **Addax Petroleum**, le **Prix de Lausanne**, etc.
- Oversaw year-round, multilingual e-communications activities for clients including **Manpower**, **Visilab**, **Intras Insurance**, **Getaz Romang**, etc.
- Identified new leads and generated new accounts such as **Vacheron Constantin**, **Gucci**, **Jaeger Lecoultre**, les **Hôpitaux Universitaires de Genève** (HUG), **fondation pour Genève**, the **International Electrotechnical Commission** (IEC), etc.
- Managed the design and execution of print and digital material (corporate identities, marketing documentations, annual reports, business presentations, newsletters, websites, e-mailings, etc).

DXD2 SARL Founder, Managing Director

Geneva (CH), New Media
Aug 2000 / Oct 2004

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

> Key contributions

- Agency and budget management.
- Prospection, pitches, clients and investors relations.
- Legal/technical negotiations.
- Management of a staff of six plus freelancers and third party agencies.
- Created marketing & communication tools, materials & supports for the public and private sector.
- Managed website projects and Rich Internet Applications (RIA) developments as well as the creation and implementation of a custom web based Content Management System (CMS).
- Secured strategic partnerships with web agencies and professionals in order to spearhead large-scale projects for **Orange Communications**, **JTI** (Japan Tobacco International), **Serono**, etc.

MARVEL COMMUNICATIONS SA Senior Creative

Gland (CH), E-Marketing
Aug 1999 / Jul 2000

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 100% Internet-based bank to operate in Switzerland.

Primary creative contact. Responsible for projects analysis, requirements gathering, design and prototyping for accounts such as 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

- Supervised online brand management activities (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 on large scale corporate communications and design projects involving strategic, ergonomics and multicultural/multilingual considerations.
- In charge of the Information architecture, UI design, interaction flow and overall aesthetics of the websites.

SIJTHOFF AND LUPOLI LLC Managing Partner

Los Angeles (USA), New Media
Nov 1998 / Jul 1999

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
Aug 1997 / Oct 1998

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

> Key achievement

- Internet version of the popular TV game show, Jeopardy! Online. The website became, at its launch in 1998, 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

Project Management Institute PMI **PMI Certification**, Geneva (Switzerland)
In Progress

Swiss Public Relation Society SSRP-SPRG **Brevet Fédéral de Spécialiste en Relations Publiques**, Bern (Switzerland)
Summer 2007 Federal Degree of Public Relations Specialist

SAWI / SPRI Swiss Public Relation Institute **Certificat de Spécialiste en Relations Publiques**, Lausanne (Switzerland)
2006 / 2007 Public Relations Specialist Certificate

Art Center College of Design ACCD **Bachelor of Fine Arts (BFA) in Communication Design**, Pasadena (USA)
1994 / 1997

Ceruleum, School of Visual Arts **Visual Arts Preparatory Program Certificate**, Lausanne (Switzerland)
1992 / 1993

Édouard Claparède College **Swiss Federal Maturity Certificate (modern languages)**, Geneva (Switzerland)
1988 / 1992

Technical Skills

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

- **Desktop Publishing:** Adobe Creative Suite (CS5): Photoshop, Illustrator, Acrobat, Adobe Indesign and Quark Xpress.
- **Internet:** Dreamweaver, Flash, 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, MS project, 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.