

DARIA VIRCHAUX



Young Marketing specialist with HEC Lausanne Master in Management. Speak six languages. Passionate about sustainability, curious and always researching about new technologies and trends in marketing and environmental innovation. I am willing to bring in new ideas to any business I will be working with.

CONTACT

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- [linkedin.com/in/dariavirchaux](https://www.linkedin.com/in/dariavirchaux)
- Swiss nationality
- Born 31/01/1993

LANGUAGES

- French Mother tongue
- English Fluent (C1)
- Russian Good level (B2)
- Italian Intermediate (B1)
- German Intermediate (B1)
- Spanish Intermediate (B1)

EXPERTISE

- Marketing
- Digital Marketing
- Social Media Management
- Cosmetics Industry

EDUCATION

- 2020 - 2020 **Digital Marketing & Social Media (3 week intensive course)**
Cadschool Lausanne, Switzerland
- 2016 - 2018 **Master of Science in Management – Marketing Specialization**
Faculty of Business and Economics, HEC Lausanne, Switzerland
- 2012 - 2015 **Bachelor of Science in Management**
Faculty of Business and Economics, HEC Lausanne, Switzerland
- 2011 - 2012 **Bachelor in Fashion Business** (Classes held in Italian)
Istituto Marangoni, Milan, Italy
- 2008 - 2011 **Bilingual “Maturité gymnasiale” (French | English) – with honors**
Lycée Denis-de-Rougemont, Neuchâtel, Switzerland
Main option: Spanish/ Complementary option: Physics

PROFESSIONAL EXPERIENCE

09.2019 - 03.2020 **Marketing & Sales Intern (cosmetics industry)**
La Vallée International – Henniez, Switzerland

- Logistic: Received distributor’s orders and supervised their delivery.
- Sales: Helped the Brand Manager in the development of markets and client follow-up.
- NPD: Collaborated in the creation of a new sunscreen line. Searched for manufacturers of primary & secondary packaging, collaborated with laboratories, managed project deadlines.
- Brand Strategy: assisted in the development and implementation of the company’s brand strategy.
- Marketing: planned and executed campaigns, collaborated with graphists in the creation of catalogues, visuals & spa menus.

SKILLS

Microsoft Word & Powerpoint



Microsoft Excel



Wordpress



Google Analytics & Google Ads



Qualtrics/ SPSS



SQL/ HTML/ CSS



INTERESTS

- Sustainable development and zero waste lifestyle;
- New trends in marketing and e-commerce;
- Ethical fashion and natural cosmetics.
- Yoga, dance & personal development.

ACHIEVEMENTS & VOLUNTEERING

07.2017 **Digital Marketing Strategy Lausanne 2020 Winter Youth Olympic Games**

Part of the 3 selected teams at HEC Lausanne among 19 groups to present a digital marketing strategy to the organizing Olympic committee.

07.2015 **Volunteer Organiser & Speaker AIESEC – Danang, Vietnam**

Lead a team of five volunteers to organize a 3-day conference with the aim of educating high school students on sustainability.

EXPERIENCE (CONTINUED)

- Marketing: Managed from concept to execution specific projects like the creation of organic cotton beauty pouches and new gift boxes.
- Events & Spa trainings: general organization, management of invitations, bookings & agenda.
- E-commerce: Collaborated in the launch and development of the La Vallée e-commerce website and on Harrods e-commerce platform.
- Social media: worked closely with the Social Media Manager on the development of Instagram and Facebook.
- Newsletters: created newsletters & reported on performance.
- Competitor analysis: Conducted online & offline competitor analysis and provided weekly reports.
- Provided administrative support, translated documents (ENG-FR).

09.2018 - 01.2019 **Digital Marketing & Communication Intern antipod Sàrl – Lausanne, Switzerland**

- Pro-actively assisted the Managing Director in different projects. E.g. launching a contest on Instagram, creating posters and newsletters for local and international companies (e.g. Caterpillar);
- Analysed and developed social media strategies for firms in the art and catering sectors (e.g. Museomix, Bernard Garo, local Lebanese restaurant);
- Fulfilled general administrative tasks like billing and solving problems on client's websites through Wordpress.

02.2018 – 07.2018 **Intern (Vending Machines department) Philip Morris SA – Lausanne, Switzerland**

- Created, with the help of my manager, the first vending machine client survey (40-questions) to identify their needs as well as improvement and innovation possibilities for vending machines;
- Performed, compiled and analysed 30 one-to-one interviews (~15 hours of interview) with clients which I presented to the team;
- Managed experiments and contests aimed at leveraging the full potential of the vending machines in terms of services and communication (e.g. installing 3D holograms of the IQOS logo);
- Outside working hours, I wrote a 40-page Master Thesis on "Vending machines as a communication tool to build brand equity".