

VINCENT GUTTMANN



CONTACT

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Lausanne, Vaud, Switzerland

digitconsultant.ch/vincent

SKILLS

- Performance Marketing
- Digital Strategy
- AI Automation
- Marketing Analytics
- Budget / P&L / ROI Management
- Paid Media
- SEO / SEA / GEO / AIO
- Entrepreneurship

LANGUAGES

- FR French (Native)
- GB English (Fluent)
- DE German (Basic)
- ES Spanish (Intermediate)

HOBBIES

- Competition : Tennis (227th Swiss)
- Sports : Surfing, Skiing, tennis
- Books : Personal development



www.linkedin.com/in/vguttman



SENIOR DIGITAL STRATEGIST

8+ years of experience helping companies grow through data-driven campaigns and innovative online strategies. Skilled in managing large-scale budgets, leading high-performance campaigns, and building impactful digital ecosystems. Experienced in integrating AI into daily workflows to improve efficiency and decision-making.



WORK EXPERIENCE

Webloyalty – AI & Data Strategist (CDD)

November 2025 – Present

- Deployed AI-driven analytics generating \$1.3M+ in annual savings.
- Built a campaign profitability dashboard on deal-level P&L.
- Created a self-service AI knowledge base and 9+ automated reports.

DigitConsultant – Digital Consultant (Founder)

February 2019 – Present

- Built and scaled a performance-focused digital agency.
- Delivered acquisition & retention strategies, websites, and creatives.
- Clients include Conforama, Bobst Group, Faigle, La Fondière, Quintino.

Conforama Suisse SA – Head of Digital Marketing (EXTERNAL)

October 2022 – March 2025

- Developed and executed the digital strategy for a CHF 4.2M annual budget.
- Achieved a global ROAS of 12 on digital campaigns (ROAS up to 40x on Meta).
- Conducted attribution analysis & KPI reporting.

Conforama Suisse SA – Online Campaign Manager (CDI)

October 2021 – September 2022

- Managed 360° digital campaigns (SEA, SEO, social, programmatic, affiliation).

CIEL Électricité SA – Digital Marketing Specialist (CDI)

December 2018 – June 2021

- Developed the corporate identity and brand positioning.
- Designed the digital strategy and built the company website (Wix).
- Improved SEO rankings from #25 to positions #1–2.
- Managed Google Ads & CRM. Created multimedia sales materials.

Pentair International Sàrl GBU – Marketing Coordinator EMEA (CDI)

May 2018 – November 2018

- Produced content, newsletters & social media campaigns.
- Managed Drupal website content & digital campaigns.

Nescafé Dolce Gusto GBU Nestlé S.A - Marketing Trainee (CDI)

May 2017 – April 2018

- Coordinated global packaging redesign & creative toolkits.
- Managed trade advertising & product storytelling.



PERSONAL EXPERIENCE

2025, Author - Published a book "Du système vers l'individu"

Researched, wrote, and published a book combining philosophy, psychology, and personal experience. Managed the entire project from concept to publication.

2020 - 2022, Yogshi – Created an e-commerce store "www.yogshi.com"

During COVID-19, launched and operated a dropshipping business on Shopify. In under two years, generated CHF 200k in revenue with a 30% profit margin.



EDUCATION

2024 - Neuroscience Coach Certification, *Efficient Coach, United States*

2021 - Graphic layout & image processing, *Altran Education Services, Switzerland*

2020 - Digital Marketing & Social Media, *Cadschool, Switzerland*

2015-2017 MSc in Management, Marketing, *HEC Lausanne, Switzerland*

2016 Exchange during my MSc in Management, *UTS Sydney, Australia*

2010-2014 BSc in Management, *HEC Lausanne, Switzerland*

*** References available upon request***