

# VINCENT GUTTMANN



## PROFILE

Digital marketing strategist & entrepreneur with 8+ years of experience helping brands grow through data-driven campaigns and innovative online strategies. Skilled in managing large-scale budgets (4M+ / year), leading high-performance campaigns (ROAS up to 40), and building impactful digital ecosystems. Entrepreneurial by nature, I combine creativity, analytics, and execution from launching my own businesses to publishing a book.



## WORK EXPERIENCE

### Conforama Suisse SA – Head of Digital Marketing (EXTERNAL)

October 2022 – March 2025

- Developed and executed digital strategy for CHF 4.2M annual budget.
- Managed 360° digital campaigns (SEA, SEO, social, programmatic, affiliation).
- Achieving a global ROAS of 12 on digital campaigns.
- Oversaw CHF 500K/year in social ads (ROAS 40).
- 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).

### 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 Foncière, Quintino.

### CIEL Électricité SA – Digital Marketing Specialist (CDI)

December 2018 – June 2021

- Established the brand chart and positioning.
- Designed digital strategy, built company website (WIX).
- Optimized SEO (moved the rank up from #25 to #1-2 position).
- Implemented Google Ads & 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 "Du système vers l'individu"

Researched, wrote, and published a book combining philosophy, psychology, and personal experience. Manage a full project from concept to publication.

### 2020 - 2022, Yogshi - E-commerce "www.yogshi.com"

During Covid, experienced dropshipping by creating an e-commerce on Shopify. During these 2 years, I was able to make 200k revenues with 30% profits.



## 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, HEC Lausanne, Switzerland*



## CONTACT

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## SKILLS

- ✓ Project Management
- ✓ Proactive
- ✓ Teamwork
- ✓ Time Management
- ✓ Leadership
- ✓ Effective Communication
- ✓ Critical Thinking
- ✓ Digital Marketing

## LANGUAGES

FR French (Native)

GB English (Fluent)

DE German (Basic)

ES Spanish (Intermediate)

## HOBBIES

🏆 Competition : Tennis (227<sup>th</sup> Swiss)

🏄 Sports : Surf, Ski, Volley, Foot

📖 Books : Self-development, Behaviour



www.linkedin.com/in/vguttman

\*\*\* all of my references are available on demand \*\*\*