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📍  
Flexible location

## SKILLS

Fast Learner

Creative mind

Communication

Project management

Campaign management

Cross-functional  
Leadership

## LANGUAGES

English



Italian



French



German



## INTERESTS

Team leadership

Marketing strategy

Product Innovation

Hospitality and Luxury

General Management

# Nicola Secchi

Excellence-driven marketing professional committed to making a positive impact on business, people and customers' experiences on a global scale.

## PROFESSIONAL EXPERIENCE

### Marketing Specialist (B2B & B2C)

#### Nestlé Nespresso SA

07/2021 - Present

Vevey, Switzerland

*Achievements/Tasks*

- Leading strategic consumer campaigns for the B2B & B2C segments to secure product sales and brand performance targets (70k+ direct customers and CHF 50M+ yearly net sales).
- Managing the B2B distributor and direct community to ensure successful deployment of brand awareness, product launches and sales activations on national scale (ATL & BTL).
- Innovating customer sales journey and lifecycle, and orchestrating the automation of promotional activities to increase OOH segments' performance and customers' loyalty.

### B2B Marketing Trainee

#### Nestlé Nespresso SA

07/2020 - 06/2021

Vevey, Switzerland

*Achievements/Tasks*

- Coordinated national marketing campaigns to drive brand and product awareness.
- Activated partnerships to strengthen loyalty among the hospitality & gastronomy industry.
- Increased visibility of B2B segment internally to identify synergies across B2B & B2C teams.

### Marketing Consulting Project (Student Business Project)

#### Coca-Cola Switzerland (CCHBC)

11/2019 - 01/2020

Lausanne, Switzerland

*Achievements/Tasks*

- Conducted onfield primary research to describe the B2B beverage purchase decision process.
- Developed a national marketing strategy for the Office segment in Switzerland to increase penetration of Coca-Cola products in offices and implement loyalty rewards for consumers.

### Marketing Intern

#### Abionic SA

08/2018 - 02/2019

Lausanne, Switzerland

*In Vitro Diagnostics - Medical devices for rapid point-of-care diagnostics*

*Achievements/Tasks*

- Conducted market research and 10+ country access plans to support business development.
- Prototyped the company's website & increased performance of social media platforms.
- Presented the company products and technology at medical sector events to raise awareness.

### Front Office Assistant

#### Mandarin Oriental Hotel Group (MOHG)

07/2017 - 09/2017

London, United Kingdom

*Achievements/Tasks*

- Managed VIP & HNWI guest experience, while handling special requests and complaints.
- Actively supported the opening of 70 hotel rooms after extensive property refurbishment.

## EDUCATION

### Bachelor of Science in International Hospitality Management

#### Ecole hôtelière de Lausanne (EHL Business School)

09/2015 - 02/2020

Lausanne, Switzerland

*Additional courses:*

- Hotel Planning and Development
- Hospitality Luxury Brand Management
- CSR & CSV