

ABOUT ME



AS AN EXPERIENCED MARKETING PROFESSIONAL WITH A DEGREE IN GRAPHIC DESIGN I AM PASSIONATE ABOUT COMMUNICATING STORIES THROUGH MANY CHANNELS IN ENGAGING AND COMPELLING MANNERS.

Name: Laurent Rilliet
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Phone: +41 79 564 06 71
Date of birth: 09 June 1986
Nationality: Swiss

PROFESSIONAL EXPERIENCE

RADO WATCH Creative Content Manager, 2018 - present

Collaborate with graphic designers, video producers and webmasters to create engaging content and bring content assets to completion and full distribution to ensure the publication of high-quality content that is in line with the global content strategy and in line with the short-term and long-term marketing goals. Establish workflow for creating, requesting, editing, publishing, re-purposing and retiring content.

SWAROVSKI Merchandising & Artwork Specialist, 2014 - 2018

Planning and budgeting all visual merchandising tools for markets in over 50 countries. Coordinating and executing the on time delivery of marketing collateral to more than 700 stores. Supervising all stakeholders involved in opening over 60 stores per year. Creating visual guidelines for seasonal promotions in different distribution channels, including own retail stores, franchises and multibrand corners.

ESPRIT Regional Visual Merchandiser, 2013 - 2014

Supporting sales teams in displaying collections and dressing store windows. Implementing the merchandising strategy in points of sale. Collaborated on merchandising and promotional strategies to drive conversions and sales.

APPLE Visual Merchandising Specialist, 2009 - 2012

Maintaining excellence in all aspects of visual merchandising in the point of sale, and managing promotional events for the launch of new products. This involved planning necessary resources for implementing promotional tools and training merchandising specialists to an exceptional standard.

LANGUAGES

Native speaker in French

Fluent in business English

Fluent in business German

TRAINING

VISUAL MERCHANDISING DESIGN CEPV, Higher School of Design, July 2007 - June 2009

This degree provides a unique combination of marketing and visual merchandising theory with a strong practical foundation through case based projects.

INTERACTIVE MEDIA DESIGNER ERACOM, Art & Communication school, July 2002 - June 2007

Developing communication strategies encompassing several types of media to a high level of aesthetics and accessibility.

INTERNATIONAL PROFESSIONAL EXPERIENCE

UNITED STATES, Cupertino. Training on Apple merchandising tools.

CHINA, Shanghai. Workshops and university seminars on visual merchandising.

FRANCE, Paris. Support for planning multiple events relating to new products.

SKILLS

Leadership, Creativity &
Communication

ADOBE Suite, 3D Modeling &
Microsoft Office

Telemark skiing, Juggling &
Wake Surfing

AWARDS

Biennale d'art de Montreux, 1st public prize for my installation « 10m3 »

Ecole Romande d'art et communication, Highest exam score in technical subjects.
