

Patricia Gilliard

Project Manager – Communications and Events

As a project manager, I bring not only structure and clarity to complex initiatives but also heart and a keen sense for people. I believe that genuine connection and mutual respect are the foundation for effective collaboration and creative solutions. With openness, team spirit, and a holistic perspective, I successfully implement projects and contribute to the dynamic development of organizations.



My Expertise and Experience



CONTENT MARKETING AND STORYTELLING

Communication Skills

Experienced in using various media and formats to present content in an engaging way

Stylistic Precision

Skilled in crafting a wide range of documents and correspondence with clarity and tone

Target Audience Focus

Confident in communicating with internal and external audiences to deliver clear messaging

COMMUNICATIONS UND PUBLIC RELATIONS

Strategy & Implementation

Development and execution of branding, communication, and marketing strategies and concepts

Content Management

Web content, publications, social media, and promotional materials

Social Media

Community management and engagement

Media Relations

Press releases and media briefings

Audience Analysis

Visitor demographics and feedback analysis

COMMUNITY ENGAGEMENT

Building and maintaining relationships with community groups and associations

Collaborating with artists and cultural institutions to promote cultural diversity

EVENT MANAGEMENT

Concept development, planning, and execution of various events (e.g., panels, talks, networking events, company outings, trainings, and workshops)

Selected Portfolio Projects

(siehe auch: www.patpassion.com/Portfolio)

Department of Culture, City of Zug

- Project coordination and communication Kulturhaus Gewürzmühle Zug
- Network coordination and communications Museums of Zug
- Coordination and communication of guided tours on public art

Brand Development for SIX Group

- Responsible for implementing and communicating CI/CD guidelines
- Implemented all communication measures (correspondence, promotional materials, campaigns, booth, internal and external publications, interior design, etc.)

Project and Event Management for Art Initiatives

- Sculpture Sponsorship "Advancine" (Artist: Patricia Jacomella)
- Photo Art "Börsenring" (Artist: Martin Liebscher)

Development of Art Concept and Management of SIX Art Collection



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I am employed through **PayrollPlus AG** – a user-friendly Swiss payroll platform specifically designed for freelancers, SMEs, and non-profits. All processing is handled smoothly via a centralized platform, ensuring maximum security, transparency, and efficiency in our collaboration.

Service Scope and Hourly Rates (CHF excl.VAT)

<u>Task</u>	<u>Hourly rate (CHF)¹</u>
Project Assistance/Administration	60 – 90
Project Management	90 – 130
Event Management²	70 – 100
Strategy & Concept Development	100 – 150

¹Benefits of my employment through PayrollPlus AG:

- Health, accident, daily sickness benefits, and occupational pension fund (BVG) collective insurance
- AHV (social security) and ALV (unemployment insurance) contributions covered
- Entitlement to unemployment insurance (ALV)
- Social insurance protection equivalent to permanent employment

²Surcharges for Night and Sunday Work

As a freelancer employed through PayrollPlus, I am subject to the Swiss Labor Act (ArG). For assignments starting after 8:00 p.m. or on Sundays, a surcharge of 25% may be charged upon prior agreement, in accordance with ArG Articles 17b and 19.

Transparency und Fairness

The stated hourly rates are guidelines. I am happy to adjust my conditions in agreement with your individual project or budget framework—for example, for startups, non-profit organizations, or long-term collaborations.

Your Benefits

- No payroll administration
- Legal certainty in project-based cooperation
- Clear, transparent invoicing

Confidentiality and data protection

I commit to absolute discretion and confidentiality: the obligation to maintain confidentiality extends beyond the end of a project or employment relationship

Interested in collaborating?

I'd be happy to have a no-obligation conversation to discuss your needs, requirements, and ideas – I look forward to connecting with you. By working together through PayrollPlus AG, we can efficiently, securely, and flexibly realize projects with minimal administrative effort on your part.