



[sarah-frigg](#)

# Sarah Frigg

Creative Communicator



## Profile

Dynamic communication professional with 9 years of experience driving digital communication strategies, content development, and brand positioning across tech, finance, and education sectors. Strong track record in cross-functional projects, optimizing user engagement, and delivering impactful campaigns. Passionate about innovation, technologies, and customer-centric marketing.

## Work Experience

**02.2024 – 07.2026 (Contract)**

**Program Manager Knowledge Exchange & Education  
Swiss Finance Institute, Zurich**

- Organization and execution of 34 SFI Master Classes in 2025 to enhance educational offerings for banking professionals, including website management and creation of marketing materials.
- Coordinate communication efforts and provide administrative and technical support for online and in-person Master Classes, ensuring smooth event execution and participant engagement.
- Manage invoices and payments and collaborate with participants on post-event activities, contributing to comprehensive event analysis and reporting to optimize future offerings.

**07.2021 – Present**

**Communication Specialist & Graphic Designer (Freelancer)  
Magnolia Digital, Zurich**

- Manage and design comprehensive digital marketing strategies, including content creation, social media management, and SEO optimization for selected clients.
- Oversee client's web design projects, from concept to launch, ensuring brand consistency and user-friendly interfaces.
- Collaborate with clients to develop and implement tailored branding and communication strategies, achieving measurable results in audience growth and engagement.

## Personal Information

- ✉ [sarahffrigg@gmail.com](mailto:sarahffrigg@gmail.com)
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- 🇨🇭 🇧🇷 Swiss / Brazilian

## Education

**02.2025 – 07.2025**

**UX Design Institute – Remote  
Professional Diploma in UX /UI  
Design**

**07.2023**

**IED Barcelona – Barcelona, Spain  
Graphic Design in Branding – Istituto  
Europeo di Design**

**08.2012 – 12.2016**

**UNI7 – Fortaleza, Brazil  
Bachelor in Social Communication,  
Specialization in Publicity and  
Advertisement**

## Languages

English – C2  
German – B2 (Fide)  
Portuguese – Native  
Spanish – B2 (Siele)  
Canadian French – A2

**01.2022 – 03.2023**

**Lab Associate in Outreach and Events (Contract)**

**The Walt Disney Company, Zurich**

- Led the planning and execution of outreach events, achieving significant improvements in public engagement and brand visibility.
- Developed and distributed promotional materials, effectively enhancing recruitment efforts and university partnerships.
- Played a key role in team collaborations for event ideation and execution, contributing to successfully managing high-profile corporate events.

**05.2020 – 06.2021**

**Business Admin & Communications Specialist (Full time)**

**Miomico AG – Zurich**

- Optimized administrative processes, reducing admin time by 75%, significantly reducing order management time, and increasing efficiency.
- Instrumental in developing and executing internal and B2B communication strategies, resulting in improved employee engagement and a substantial increase in sales.
- Managed event coordination and marketing campaigns, fostering strong client relationships, enhancing the company's reputation in the industry, and boosting employee engagement by 40%.

**05.2019 – 10.2019**

**Business Administration Intern (Contract)**

**Platform Networking for Jobs, Zurich**

- Conducted partner research, successfully acquiring key donors and organizing networking events.

**01.2017 – 05.2019**

**Freelance Technical Translator EN/PT**

**Zurich**

- Specialized in translating diverse content including IT materials and product specifications.

**01.2016 – 12.2017**

**English Teacher (Part time)**

**CNA Idiomas, Fortaleza**

- Provided English instruction to diverse age groups (A1 to C1), offering tailored lessons, themed classes, and activities while employing the Communicative Approach.

**11.2013 – 05.2014**

**Technical Translator & Content Producer (Part time)**

**PMG Academy, Fortaleza**

- Managed and translated digital educational content, fostering online community engagement.

**05.2010 – 10.2013**

**Administrative Assistant (Part time)**

**Ar Livre Promoção, Fortaleza**

- Assisted in payroll, procurement, and administration, contributing to client campaign analytics

## References

References available upon request

## Soft Skills

Observation

Decision making

Communication

Multi-tasking

Team player

## Computer Skills

Adobe Creative Suite and Canva AI

MS365 (Word, Excel, PowerPoint, Teams)

Google Tools (Gemini, Nano Banana, etc.)

ChatGPT, DALLÉ, and Sora

Midjourney

Affinity

HubSpot and Eventfrog

Maya and Blender

## Further Training

**Spanish course, CNA Idiomas**

**02.2023 – 11.2023**

**German course, Language School**

**International (LSI)**

**01.2018 – 12.2018**

**French Exchange, International**

**Language Schools of Canada**

**(ILSC), Montréal – Canada**

**01.2012 – 07.2012**

## Volunteer Work

**08.2023 – Present**

**Marketing Specialist at App CONNECT,  
Zurich**

- Leading all marketing efforts for the app promotion and brand strategy

**08.2012 – 12.2016**

**Event Manager at Grupo São Vicente  
Fortaleza – Brazil**

- Led a team of 15 people during the planning and event execution

## Personal Interests

Embroidery

Botanic Drawing

Painting

Burlesque

Traveling

Food Tasting