



[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

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079 748 94 91

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)

Miromico 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, DALLE, 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