

LARA VON DÄNIKEN

CURRICULUM VITAE

“My passions revolve around people - understanding them, their individual needs, desires, and comprehending what has to be done to satisfy these. Today’s complex issues require a human-centred, holistic, and problem-oriented approach. And this is the attitude I bring to an organization.”

> EXPERIENCE

SALES ACCOUNT REPRESENTATIVE INTERN

Amazon Web Services | United Kingdom

06|2020 - 09|2020

In the sales team, I developed digital transformation strategies and a service mapping while focusing on understanding industry-wide pain points and priorities. I learned the AWS portfolio, driving technologies, and how to innovate new ways of working to improve efficiency.

JUNIOR CONSULTANT

KB Touchpoint Management | Switzerland

11|2018 - 05|2020

As a Junior Consultant, I supported the company’s goal to encourage inspiring customer experiences while building an innovative, agile culture to drive the digitalisation of customer experiences forward.

CREATIVE MARKETING INTERN

Hi-Beau International | Singapore

07|2019 - 09|2019

In my role of a creative marketing intern, I directly assisted the senior marketing managers, developed marketing strategies and campaigns, managed a national event, and rolled out a transnational project for market expansion.

CLIENT ADVISOR

Sympany Insurances AG | Switzerland

10|2017 - 07|2018

Working as a client advisor at a health insurer, I learned to deliver a holistically valuable experience to customers via diverse touchpoints.

MARKETING & COMMUNICATION INTERN

Branding Consultores | Ecuador

06|2017 - 08|2017

As a marketing and communication intern at an event management company, I helped to develop marketing strategies, generate content and manage the company’s profiles on several platforms as well as the website’s design.

> EDUCATION

BA DESIGN MANAGEMENT INTERNATIONAL

HSLU Lucerne University of Applied Science | Switzerland

09|2018 - 06|2021

As a design management student, I am learning to improve processes and strategies that enable innovation and create effectively-designed products, services or brands that enhance our quality of life.

CAMBRIDGE PREPARATION COURSE

Navitas English School | Australia

01|2017 - 03|2017

During a twelve-week intensive English course, my language skills have further developed to the highest Cambridge English level.

HIGH SCHOOL

Gymnasium | Switzerland

08|2013 - 12|2016

Through the three and a half years program at Gymnasium Liestal, I have gained the general qualification for university entrance.



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DATE OF BIRTH

16.06.1997

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Switzerland

KEY SKILLS

- > Digital Transformation
- > Design Thinking
- > Customer Centricity
- > Strategic Innovation
- > Creative Problem Solving

HOBBIES

Music + Gym
Cooking + Photography

> SUCCESSES

CLOUD SERVICES 2020

Digital Transformation Strategy

I created digital roadmaps where I aligned digital programs and use cases to enabling technologies and partners which was implemented organization-wide.

STUDENTS REPRESENTATIVE & STUDENT ASSOCIATION 2020

Bachelor program Design Management International

I was chosen to represent my academic year for one entire year before I joined the student association lead team to represent the entire study program.

EVENT MANAGEMENT 2019

National Health Fair

For Singapore's Kid's World Fair, I successfully prepared and managed the event, expecting over 3000 guests which lead to measurable increased brand awareness.

PROJECT MANAGEMENT 2019

Market Expansion to Europe

In the lead of this project, I analysed the market, identified potential, and developed a concept to adapt an Asian brand to the European market.

MARKET ANALYSIS 2018

Brand Identity, Market Positioning

In order to support a fashion label with establishing their brand, my project team and I conducted a market analysis to identify a target group by doing quantitative and qualitative research.

> CERTIFICATIONS

AWS CERTIFIED CLOUD PRACTITIONER 2020

Pass

This certifies a fundamental understanding of IT services and their uses in the AWS Cloud, as well as cloud fluency and foundational AWS knowledge.

CAMBRIDGE CERTIFICATE OF PROFICIENCY 2017

91% Score

The Certificate of Proficiency in English is the highest level English certificate that the University of Cambridge offers.

HIGH SCHOOL 2016

86% Score

Diploma thesis: "How do we photographically visualize the change of selected key terms from different literary eras in comparison to the present?"

INSTITUTO SAN FERNANDO DE LA LENGUA ESPAÑOLA 2015

100% Score

During a language stay in Santiago de Compostela (Spain), I had the opportunity to improve my Spanish skills, confirmed by the highest grade of the certificate.

GUILLERMINA NOËL

Head Design Management, International at HSLU

SHARON CHAN

Brand Manager at Hi-Beau International

KATHARINA BÜELER

Founder & CEO KB Touchpoint Management, Mentor

LANGUAGES

| | | |
|---------|---|-----------------|
| German | > | native language |
| English | > | excellent |
| Spanish | > | excellent |
| French | > | fluent |
| Italian | > | basic knowledge |

PUBLICATIONS

EVENT MANAGEMENT BLOG

9 published blog articles in Spanish on event management topics.

DIGITAL VS. PRINT INTERVIEW

A publication of my [interview](#) about digital transformation.

INTERNSHIP INTERVIEW

An [interview](#) about my internship, job role and project at Amazon Web Services.

VOLUNTEERING

Stanford University officially announced me as an "University Innovation Fellow". Find out [more](#).



I have successfully participated in the "[Remember Now](#)" [Research Project](#) led by Harvard T. H. Chan School of Public Health.



< REFERENCES