

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

DIGITAL LEARNING THESIS STUDENT

Victorinox AG | Switzerland

02|2021 - 08|2021

Alongside the learning & training team, my thesis aims at understanding how digital learning can be facilitated most effectively to employees with different levels of digital skills.

SALES ACCOUNT REPRESENTATIVE INTERN

Amazon Web Services | United Kingdom

06|2020 - 09|2020

I developed digital transformation strategies and a service mapping while focusing on understanding industry-wide pain points and learning the AWS portfolio.

JUNIOR CONSULTANT

KB Touchpoint Management | Switzerland

11|2018 - 05|2020

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

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

I learned to deliver a holistically valuable experience to customers via diverse touchpoints.

MARKETING & COMMUNICATION INTERN

Branding Consultores | Ecuador

06|2017 - 08|2017

I helped develop marketing strategies, generate content and manage social media profiles.

> EDUCATION

MSc INTERNATIONAL BUSINESS

ZHAW Zurich University of Applied Sciences | Switzerland

09|2021 - 10|2022

The program focuses on business internationalization, intercultural management, leadership and prepares students to tackle challenges of globalized enterprises in complex environments.

BA DESIGN MANAGEMENT INTERNATIONAL

HSLU Lucerne University of Applied Science | Switzerland

09|2018 - 07|2021

I learn 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

After a 12-weeks English course, I was prepared for the highest Cambridge English Certificate.

HIGH SCHOOL

Gymnasium | Switzerland

08|2013 - 12|2016

This diploma is the entrance requirement for Universities.



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DATE OF BIRTH

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ADDRESS

Schönbühlstrand 10

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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's strategy 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