



# GILLES PRUNEVIELLE

## CONTACT

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## EDUCATION

Graduated from  
Institut Supérieur du Commerce  
(Bac + 4) Paris - 1989

## LANGUAGES

Bilingual English & French  
Beginner in Italian

## FUN



## MINDSET

For for than 20 years I have been helping small & larges companies stand out of the crowd so their products/services would get noticed & purchased. I strongly believe that the mission of Marketing is to support Sales Teams and to contribute to the company commercial successes.

I am currently looking for a long term position in the Geneva area as I plan to relocate there with my family.

## EXPERIENCES

### Independant Marketing Consultant 2010-Today

- Defining global marketing strategies for SME & MNC
- Brand creation & management
- Supervising Marketing Plan execution
- Market analyst relationships
- Press content & relationship management
- Social Media content creation & management
- Social Media paid campaign definition & management
- Sales material creation



### Independant Art Director 1997-2010

- Corporate brand guidelines definition
- Logotype design
- Website & UX design
- Flash animations
- Corporate photography
- Presentation, liflet, catalog, business cards graphic design & production

### Marketing Director / Beausoleil Eyewear 1994-1997

### Export Director / Beausoleil Eyewear 1990-1994

- Setting up distrubution networks in Europe & South East Asia
- Organizing the participation to the main optical trade shows in the world (Paris, Milan, Köln, NY, LA, HKG)