

Contact

www.linkedin.com/in/naumannpatrick (LinkedIn)

Top Skills

Social Media
Corporate Communications
Creative Marketer

Languages

English (Native or Bilingual)
French (Limited Working)
German (Native or Bilingual)

Patrick Naumann

Communications @SwissRe
Zurich

Summary

Things I have experience in:

Corporate Newsrooms, CEO Positioning, (Social) Analytics, Influencer Marketing, Social Media Marketing, Content Marketing, Issues & Crisis Comms, Data-Driven Storytelling, Writing, Creative Marketing, Project Management, Transformation & Change Management

Things I am passionate about:

People, (Culture) Change, Innovation, Digitalization, Climate Change, SDGs, Diversity & Inclusion, Mentorships, Leadership, Future of Work, Digital Literacy, Wellbeing

Experience

Swiss Re

Communications Strategy & Insights

July 2021 - Present (10 months)

Zurich, Switzerland

TikTok

Head of Digital Communications - Germany, Austria, Switzerland, Netherlands

July 2020 - June 2021 (1 year)

Siemens

3 years 5 months

Head of Office

November 2019 - June 2020 (8 months)

Munich, Bavaria, Germany

Head of Newsroom & Planning

March 2019 - March 2020 (1 year 1 month)

Munich, Bavaria, Germany

Influencer Engagement Manager

February 2017 - February 2019 (2 years 1 month)

Munich, Bavaria, Germany

Credit Suisse

Digital Private Banking Communications Specialist & Change Agent

June 2015 - June 2016 (1 year 1 month)

Management of global marketing and communications activities to position Credit Suisse as industry thought leader and highlight the bank's digital positioning. Strategic communications support for internal business stakeholders. Change agent for the communications function. Promotion of Credit Suisse's local FinTech and Innovation activities.

ABB

4 years 5 months

Global Initiatives Manager

January 2015 - May 2015 (5 months)

Zurich

Management of global communications activities and key corporate and business stakeholders. Reporting to executive management. Responsibility for group editorial process.

Assistant to Head of Corporate Communications

June 2012 - December 2014 (2 years 7 months)

Zurich

Support of strategy communication and roll-out. Management of WEF Strategic Partnership. Support of Global Newsroom implementation. Corporate blogging.

Assistant Media Relations and Editorial

January 2011 - May 2012 (1 year 5 months)

Zurich

Editorial support, management of press release process and quarterly financial reporting.

Maxomedia

1 year 1 month

Junior Copywriter

March 2010 - September 2010 (7 months)

Bern

Conception of various campaigns and projects, editor-in-chief of a magazine for young business people.

Intern

September 2009 - March 2010 (7 months)

Bern

Internship in Strategy department – project work, presentations, video production, design, testing and administration.

CNBC

Intern

February 2009 - April 2009 (3 months)

Zurich

Internship as „Assistant News Coordinator“ – editorial research of news from Switzerland, production and support of live broadcasts and TV interviews.

Education

Universität Zürich

lic. iur., Law · (2002 - 2008)

ZHAW School of Management and Law

CAS, Marketing & Corporate Communications · (2014 - 2014)