ANDREW BREZNY

DIGITAL MARKETING MANAGER • CONTENT CREATOR



DIGITAL MARKETING · CONTENT · CREATIVE

FROM IDEA TO IMPACT.

INTRODUCTION VIDEO

25 YEARS
CONTENT CREATION

4 YEARS
DIGITAL MARKETING

+325%
LINKEDIN GROWTH / 36 MO.

PROFILE

Digital Marketing Manager & Content Creator with 25 years in visual content and four years in digital marketing. My sales and corporate background helps me understand customers, align stakeholders and shape content that delivers results.

WHAT I BRING

END-TO-END
Concept → production → publication → analysis

CROSS-DISCIPLINARY
Sales + creative execution + data

PROVEN IMPACT
LinkedIn +325% / 36 mo. · avg. LinkedIn engagement 10.2% (2025)

SELECTED RESULTS

AUTO ZÜRICH 2025
7.78% engagement rate · organic

STATION X 2024
11,288 views · event content

ENIWA PROJECT
10.69% engagement rate

PROJECTS & RESULTS

andrewbrezny.com ↗

CORE CAPABILITIES

DIGITAL MARKETING
Campaigns · social media · SEO/SEM · website management · analytics

CONTENT & CREATIVE
Storytelling · photography · video · editing · motion design · 3D

TOOLS
Premiere Pro · After Effects · Photoshop · InDesign · Illustrator · Cinema 4D · MS Office

EDUCATION

APR 2022
Diploma in Digital Marketing Management · Simakom Management School

JUN 2001
Federal Certificate of Competence, Commercial Clerk (Business Administration) · Basel-Stadt

LANGUAGES

German · Native
English · Native
French · DELF B2
Swedish · Beginner

CONTACT

+41 (0)78 862 11 46
andrew.brezny@gmail.com
Feldhof 27
6300 Zug, Switzerland

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PROFESSIONAL EXPERIENCE

OCT 2022 – APR 2026

Marketing Specialist / Content Creator | smARTec Veranstaltungstechnik AG

Content for digital channels; marketing activities and campaigns; online presence and website relaunch; digital offerings; video, motion design and 3D; in-house media production; KPI analysis and performance optimisation.

APR – OCT 2022

Content Creator | Freelance

Project management; client consulting; content production; training and coaching.

CLIENT RELATIONS & SALES EXPERIENCE

Consultative sales and working with corporate clients have sharpened my understanding of customer needs, value propositions and decision-making throughout the customer journey.

AUG 2020 – APR 2022

Corporate Insurance Account Manager | VZ Insurance Services AG

Corporate client portfolio management; claims management; efficiency and digitalisation projects; stakeholder coordination.

JUL 2019 – AUG 2020

Senior Financial Advisor | wefox Switzerland AG

JUN 2018 – JUL 2019

Marketing Specialist / Assistant Director | Kantlicht GmbH · Short film “2nd Chance”

NOV 2014 – JUN 2018

Customer Service Representative | Basler Versicherungen AG

JAN 2011 – NOV 2014

Insurance Advisor (Field Sales) | Basler Versicherungen AG

DEC 2009 – JAN 2011

Insurance Advisor (Field Sales) | Allianz Suisse AG

APR 2008 – DEC 2009

Customer Account Representative | Goldenplanet Ltd.

APR 2006 – APR 2008

Customer Account Representative | Canon (Switzerland) AG

MAR 2005 – APR 2006

Customer Service & IT Consulting | Outserv GmbH

JUN 2004 – MAR 2005

Sales Trainee (PSG Telesales HVR) | Xerox AG

PORTFOLIO & PROJECTS **www.andrewbrezny.com ↗**