

Curriculum Vitae

Melissa Birchler
(formerly Wilkinson)



Profile in brief

- Over 15 years' experience as a corporate communication/content marketing specialist in the finance sector in Australia and Switzerland
- Outstanding client management, project management and communication skills
- PCM® Advanced Digital Marketing and Certified Digital Marketing Expert, Professional Scrum Master I (PSM I), Certified Salesforce Administrator, Master of Business Administration (Executive), Bachelor of International Business Relations (First Class Honours)
- Native English, intermediate German (Goethe-Zertifikat C1)

Personal data

Address:	Greater Zurich Switzerland	Nationality: Australian and Swiss
Mobile:	+41 79 956 3680	Portfolios: www.melissabirchler.com (CV) www.wordpeople.co (B2C content marketing) www.journalistmelissabirchler.com (journalism)
Email:	mel.birchler@gmail.com	LinkedIn: https://www.linkedin.com/in/melissabirchler/
Date of birth:	16.04.1973	Salesforce Trailblazer ID: https://trailblazer.me/id/mbirchler
Civil status:	Married	

Professional experience

Sept 2022 – ongoing **SALESFORCE** **Virtual/Munich**
Function: Participant in “Bring Women Back to Work” Program

Salesforce is the world's largest customer relationship management platform

- Participate in the first cohort for Salesforce's BWBW program in Germany.
- Deepen my digital marketing expertise and technology skills through Salesforce accreditations and professional development training provided over 12 months.

July 2011 – Aug 2022 **WORDPEOPLE GMBH** **Switzerland**
Function: Founding Director/Content Strategist

Wordpeople GmbH was a boutique content marketing agency

- Provide English content marketing and editorial services to organisations such as the Dutch multinational firm COFRAAG and the Swiss chapter of the International Coaching Federation.
- Digital marketing strategy for PikPerfect AG, a Swiss premium online wedding photo book maker.

2006 - 2011

MANHATTAN COMMUNICATION PTY LTD
Function: Founding Director/Content Strategist

Sydney

Manhattan Communication was a boutique financial communication, consulting and corporate writing training agency.

- Provided strategic communication counsel, writing and editorial services to top-tier financial services organisations.
- Corporate clients included PricewaterhouseCoopers, Commonwealth Bank, AMP, IBM, Zurich Financial Services, Vodafone Australia, Russell Investments, CSC Australia and Korn Ferry.
- Trained more than 500 people in business writing at the Australian Writers' Centre in Sydney.
- Published regular business articles as a freelance journalist in *The Australian Financial Review*, *Business Review Weekly*, *Management Today*, *The Australian* and Chartered Accountants *Acuity Magazine*.

2004 - 2006

SAVAGE & HARRIGAN (OGILVY Public Relations)
Function: Associate

Sydney

As the financial and corporate arm of global public relations firm Ogilvy Australia, Savage & Harrigan specialised in financial communication, investor relations and public affairs.

- Advised listed companies on investor relations, company positioning and issues management.
- Key communications adviser to global talent management firm Hudson, Cochlear Ltd and JPMorgan.
- Supervised two staff.

2003 - 2004

FINANCIAL & CORPORATE RELATIONS (FCR)
Function: Account Manager

Sydney

FCR specialises in financial, corporate and crisis communication.

- Developed investor relations programs for small-to-mid cap listed companies.

1998 - 2002

GOLDMAN SACHS & PARTNERS

Sydney & Melbourne

Goldman Sachs is a global financial services organisation that provides investment, wealth management and securities execution services to private, corporate and institutional clients.

2002

Function: Analyst - Equity Capital Markets

- Facilitated the syndication of more than \$4 billion worth of capital market transactions domestically and offshore.

2001

Function: Participant in Professional Development Program

- First person from Sydney office selected for a 12-month career development program for high performers. Completed rotations in research and private equity departments.

1998 - 2000

Function: Investment Adviser - Private Client Department

- Provided investment advice and wealth management solutions to private clients.

1995 - 1997

QUEENSLAND STATE GOVERNMENT

Brisbane

Function: Senior Research Officer

International Trade & Investment Division

Department of Employment, Economic Development and Innovation

- Developed and implemented marketing strategies to increase education exports and attract foreign investment opportunities to Australia.

Further education

2023	Scrum.org Certificate: Professional Scrum Master I (PSM I)
	Salesforce Certificate: Salesforce Administrator
2021	American Marketing Association & Digital Marketing Institute Dual Certificate: PCM® Advanced Digital Marketing and Certified Digital Marketing Expert, Google Analytics Individual Certified
2020	StoryBrand Certificate: StoryBrand Certified Marketing Guide
2019	Digital Marketing Institute, Zurich Certificate: Digital Marketing Professional
2005-2009	University of New South Wales & University of Sydney, Sydney Certificate: Master of Business Administration (Executive)
2006	Macleay College, Sydney Certificate: Diploma in Editing and Publishing
2004	Australian Institute of Company Directors, Sydney Certificate: Company Directors Course Diploma
2003	Russo Institute, Brisbane Certificate: Certificate IV in Assessment & Workplace Training
2002	Association for Investment Management & Research Certificate: Chartered Financial Analyst Program, Level 1
2001	Financial Services Institute of Australasia Certificate: Graduate Diploma in Applied Finance & Investment

Education

1991-1994	Griffith University <i>Bachelor of International Business Relations (Hons) (First Class)</i> <i>Diploma in Export Marketing</i>
1986-1990	Somerville House High School for Girls, Brisbane <i>High School Leaving Certificate (Matura)</i>

Skills

Languages

English	Native English, high level written and spoken
German	Goethe Certificate C1, (2018), intermediate high German Understanding of Swiss German

IT Skills

Salesforce Administration, Google Analytics, SEO tools like Semrush, MS Office, Wordpress, WIX, Canva, Adobe InDesign, Active Campaign, Mailchimp, Trello, Asana