



# Linda Vasquez

Experience in events and client relationship management with passion for relationship building and customer service in a international environment

## About Me

Customer service, detail-oriented and dynamic team player with more than 8 years of international working experience in sales, project and event management. Working with people from different backgrounds is a source of inspiration for me

## My Contact

✉ vasquezlinda108@gmail.com

☎ 0788548813

📍 Dorfplatz 5, 8303 Bassersdorf

## Key Competences

- Empathy
- Customer service
- Detail-oriented
- Pragmatic
- Flexible
- Organised

## Hard Skills

- Project Management
- Problem Solving
- Marketing
- Finance

## Strengths

- Communication
- Customer caring
- Dedication
- Trustworthiness
- Emotional intelligence
- Time management
- Interpersonal skills
- Multicultural
- Team player

## Professional Experience

### Full-time Parenting

01/2023

### CAS Customer Experience Management

#### Hochschule für Wirtschaft Zürich (HWZ)

01/2024 - 05/2024

Focus: Customer Experience, Customer Journey, Customer Touchpoints, Brand Management, Design Thinking, AI.

**Research topic:** SWISS: digital and offline touchpoints in the customer journey and their influence on the emotional attachment among Gen Y

### Project Manager Education Events & Relations MENA

#### AO Foundation, Zizers

10/2019 - 12/2022

Key responsibilities:

- Develop, plan, organise, coordinate and execute assigned International Educational Events (digital online and physical onsite)
- Support the Course Chairs in the development of scientific programs to meet the given deadlines
- Identify and invite Faculty and Speakers
- Develop reliable working relationships with all involved stakeholders (local surgeons, faculties, event agency to agree on venues, catering, transportation, AO Event Services, and industry partners sponsoring)
- Ensure highest educational quality and AO branding standards are achieved
- Manage all assigned education events budgets
- Support Regional Managers and AO Controlling establishing and maintaining financial planning and control processes
- Manage educational grants and sponsorships for assigned events and countries
- Develop local networks by engaging and building strong relationships with local surgeons to embrace the local environment and understand the local needs
- Manage local AO governance, e.g., country councils organize governance meetings, support communications to national societies and associations

### Regional Project Coordinator Meetings and Events MENA

#### AO Foundation, Zizers

05/2018 - 09/2019

Key responsibilities:

- Supporting the AO Trauma Regional Director Middle East & Northern Africa (MENA) / Global Research Manager in administrative functions
- Organization and coordination of meetings and events (conventions, symposiums, forums, etc.)
- Organization (meeting preparation and on-site) of AO Trauma Governance Meetings (global research and regional commissions and regional board) including taking minutes and implementing the decisions taken at the meetings
- Coordination of global and regional research proposal projects (call for proposals, preparation of contract documents, coordination of research reports)
- Independent implementation of the AOTMENA officer elections for the regional commissions and the regional board (MENA)
- Regular review and adjustment of the Terms of Reference for AOTMENA
- Primary contact for the doctors in AO's network and project coordination of community development activities in the MENA region
- Coordination of regional seminars (AOPEER in the MENA region)
- Service at the AO Trauma booth at international and regional events



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## IT Skills

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- MS Office (Excel, Power Point, Word)
- Teams
- SAP
- Fonteva

## Languages

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- German (C1)
- English (C1)
- Spanish (Native)

## Personal Data

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- Date of birth: 18. October 1983
- Place of birth: Colombia
- Nationality: Swiss/Colombian
- Marital status: Married

## Hobbies

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- Traveling
- Camping
- Diving

### **Sales Manager ASIA, Europe and USA**

#### **Swisstulle AG, Münchwilen**

01/2015 – 11/2017

Key responsibilities:

- Customer support and managing existing customer portfolio
- Understanding customer needs and problem solving
- Coordination of yearly budget targets, sales objectives and strategies
- Planning, coordination and execution of monthly customer visit schedule worldwide
- Acquisition of potential new customers and markets
- Market research and identification of market needs for new product development
- Feedback from the market and internal coordination with innovation team, product development, marketing
- Marketing support for the introduction of new products
- Senior management reporting

### **Marketing Brand Management**

#### **Robert Bosch AG, Zuchwil**

08/2013 – 02/2014

Key responsibilities:

- Implementation of communication material in coordination with product management and advertising agency
- Layout of marketing material for accessories segment (flyers, posters, booklets)
- Supporting the introduction of Style Guide accessories segment
- Optimisation of POS communication
- Analysis of market research data with SPSS

## Education

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### MSc International Management

University of Applied Sciences and Arts Northwestern Switzerland

09/2012–12/2014

*Focus topic: Marketing*

### Bs International Business

Medellin University, Medellin, Colombia

07/2002–17/2007

*Focus topic: International Business*

## Further Education

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### German Language Course A1–C1

ZHAW Language School, Zürich, Switzerland

08/2010–12/2011

### Diploma in International Business Studies (Exchange program)

Belgravia College, London, United Kingdom

01/2009–01/2010

### General English, Advanced Level

Malvern House School, London, United Kingdom

10/2007–10/2008