



# Léo Fritsch

Digital Alchemist

+41 79 555 61 82

fritsch.leo@gmail.com

Nyon, Switzerland

27 years

<https://www.linkedin.com/in/leofritsch/>

## Profile

Hi 🙋 I'm a passionate digital problem solver, a fast learner and I love to express my creativity in everything I do.

My experience ranges from co-managing a 10-person agency to handling campaigns, launching new products and solo-building web apps, sites, automations, bots, etc. I'm used to working in small teams and can handle high-pressure situations without stress. You might say I'm the bridge between your artistic and technical teams!

## Experience

### Freelance/Founder · The Content Factory

August 2022 - Present

- **Collaboration with US and international clients on their short-form content**
- **Creation of hundreds of Shorts/Reels/TikToks** for clients in the info-product, coaching and e-commerce space
- **Creation and management of the entire sales process** through outbound marketing campaigns
- **Management of a number of freelancers worldwide**
- **Several million views** accumulated for customers

### Chief Creative · CyberBlokS NFT (DeFi - Blockchain)

December 2021 - June 2022

- **Creation of the entire brand identity**, as well as definition of an editorial line and content strategy
- **Co-directing the marketing team**, handling strategies and brand partnerships
- **Creation of visuals as needed for events and announcements**
- **Creation of full-on professionally animated explanatory videos for special events**

### Art Director · Talents Nest Agency

September 2019 - September 2020 · Geneva

- **Co-management of a 10-person agency**
- **Responsible for the Creative team**
- **Project Manager for key clients such as Pouly and the Villars Palace**

### Civilist · Social Services of the City of Geneva

September 2018 - August 2019 · Geneva

**Completed civil service duty** at the Social Services of the City of Geneva. Creation of posters for associations and promotion for partner events. Technical assistance to team. Stock management and various coordination responsibilities on a 329-unit housing site.

## Links

→ [leofritsch.com](https://leofritsch.com)

→ [portfolio.leofritsch.com](https://portfolio.leofritsch.com)

→ [motion.pro](https://motion.pro)

## Skills

Digital Marketing

Content Creation & AI Content

Content Strategy

Copywriting (with and without ChatGPT)

Motion Design & Interaction

Branding

UI / UX

Cold outreach outbound

Full stack development & AI implementation

TikTok/Reels/Shorts Strategy

## Tools/Tech

Adobe Creative Suite AI

Figma Lottie HTML5

NodeJS CSS3 Notion

Javascript Cold emailing

## Hobbies

✂ Cutting-edge tech experiments

📖 Study psychology

## Languages

English (Native-Level) **C2 Certificate**

French (Native)

## Digital Marketing Intern · BeelInvested

December 2016 - March 2017 · Geneva

Internship in a Crowd-Investing Startup. Sole Graphic Designer during the internship. In charge of new page designs, marketing strategy, benchmarking and creation from A to Z of a prospecting campaign, including data collection on the web (scraping).

## Social Media Marketing · TEDxGeneva

November 2016 · Geneva

Post creation and live broadcast on social media (Facebook, Twitter, LinkedIn and Instagram) during the talks of the event.

## Community Manager & Creative Assistant · Junior Enterprise Genève (JEG)

October 2016 - February 2017 · Geneva

Management & planning of publications on social networks, taking photographs during association and partner events.

## Freelance

2012 - Present

- **10+ years on and off, creating brands and content** for all kinds of clients including Haute Ecole de Gestion Genève (HEG), a United Nations-affiliated NGO and many others.
- **Creation of multiple software** and full web apps, some of these still getting sales today.

## Prize

## Laureate · Contest of the best idea for the Entrepreneurship week

November 2016 · Geneva

## Education

### Certified Strategist

2021 - 2021 · Section4

**Business Strategy:** Credentialed Business Strategy members can grasp strategies of top firms, adapt them, identify growth opportunities, and make strategic capital decisions. They've proven their ability to think critically and strategically in the digital era.

### Specialist in Digital Strategy Diploma

2020 - 2020 · SAWI Lausanne

Development of **360° strategies** for the digital world of tomorrow. Concrete applied exercises and real-world applications.

### Informations Systems and Services Science

2017 - 2017 · Geneva University

Bachelor stopped to pursue freelancing after a successful first semester. **Programming course grade: 6/6**

### Federal Maturity · Artistic Option

2012 - 2016 · Collège Sismondi

## Other

### "Coursebldr" Course Video Editor

2022

Worked on the **video editing and animation** of an online course with American entrepreneurs [Adam Horwitz](#) and [Arlin Moore](#).

### London, UK

2017

- Lived for **two months in London** to pass the Cambridge English Advanced (CAE) C1 exam
- Received a **grade A** with **98%**, officially considered as **equivalent to a C2** (Proficiency)