janick rolli.



Marketing and Business Development

PROFILE

More than ten years in sales and marketing. I built up the Swiss office of a DACH agency and sold programmatic campaigns for a national out-of-home advertising company. In the construction industry, I led a marketing team. I became self-employed in 2023 and founded digital M. GmbH in 2024. I still run it part-time. Most recently I was responsible for new business, marketing and innovation at a creative agency. I start conversations with decision-makers. And I turn them into closed deals. For me, a campaign is only finished once I know what it delivered.

CONTACT

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LinkedIn	linkedin.com/in/janickrolli
Web	janickrolli.com
Workload	60 to 80 per cent

LANGUAGES

German	Native speaker
English	C1

SOFTWARE

Google Ads · Meta Ads Manager · Microsoft Ads · LinkedIn Campaign Manager · Google Analytics 4 · Google Tag Manager · Search Console · HubSpot · Brevo · WordPress · Canva and Adobe Creative Cloud · Claude Code · Cloudflare Workers · AI power user

EXPERIENCE

Growth Manager

Agency in Zurich · March 2026 – October 2026 · communications and creative agency

- New business and building the sales pipeline
- Part of the pitch team for multi-year mandates with national brands
- Innovation management: developed new services and brought them to market
- Responsible for marketing, reach and measurement
- Working with creative, PR and editorial on one shared brand presence

Founder and Owner

digital M. GmbH · October 2023 – present, part-time · marketing services

- Built the agency from zero: positioning, offer, pricing model, acquisition
- New business through direct outreach, the website and my network
- Performance mandates in Google, Meta, Microsoft and LinkedIn Ads
- Clients from construction, education, tourism, industry and retail
- The whole process in one hand: first meeting, quote, negotiation, delivery, client care

Head of Marketing

Thermogreen AG · November 2023 – August 2025 · construction industry

- Leading the marketing team
- Market launch of the NOOK brand (nook.swiss)
- Rebranding of S-Design (sdesign.ch) and brand development
- Budget responsibility and lead generation for sales

Business Development Manager

Think 11 AG · May 2022 – September 2023 · marketing services

- Built up the Swiss office of the DACH agency
- New business, pitches and proposals in the Swiss market
- Stakeholder management for investors, partners and clients

EDUCATION

CAS Digital Marketing
ZHAW School of Management and Law
2022

Verkaufsfachmann mit eidg. Fachausweis, Professional Bachelor
Swiss Federal Diploma of Higher Education in Sales
KV Zürich Business School
2018 – 2020

Kaufmännische Ausbildung Profil E
Swiss commercial apprenticeship, E profile
Juventus Business School
2013 – 2016

PERSONAL

Father of two daughters. AI nerd by conviction: I build my own tools and agents with language models for my daily work. Technology, software and ad tech drive me to understand and use new things early.

REFERENCES

I am happy to share references from my previous roles on request.

EXPERIENCE, CONTINUED

Account Manager

APG|SGA AG – aymo.ch · April 2020 – April 2022 · advertising services

- Sales of aymo, the mobile targeting solution for location-based campaigns
- Selling programmatic campaigns, with regional responsibility
- Helped develop aymo and further digital solutions

Sales Coordinator, Field Sales and Trainee

Swiss Eyewear Group AG · February 2015 – March 2020 · retail

- First employee of the start-up, moved through several positions
- Built sales structures, contributed to marketing and stakeholder management

Head of Performance Marketing, Voluntary Role

Startup Nights · January 2024 – present · start-up event

- Responsible for the performance marketing channels
- Advice and support in digital marketing and tracking

SKILLS

Business Development

- New business and direct outreach
- Pitches, quotes and proposal design
- Negotiation and closing
- Pipeline and CRM management
- Partner and stakeholder management
- Building markets and new locations

Performance Marketing

- Google Ads: Search, Performance Max, Demand Gen
- Meta, LinkedIn and Microsoft Ads
- Programmatic and out-of-home
- Conversion tracking and attribution
- GA4, Tag Manager, server-side tracking
- Budget control on CPA and ROAS
- A/B tests and ongoing optimisation

Marketing and Leadership

- Marketing strategy and positioning
- Goal and KPI definition
- Budget planning
- Marketing automation
- Team leadership

INDUSTRIES I HAVE SOLD AND MARKETED IN

Construction and building technology · Education and further training · Tourism and hospitality · Industry and mechanical engineering · Retail and consumer goods · Out-of-home and media · Agency and services · Start-ups and events