

# Boris Bouattit

## Digital Marketing & Communications Specialist



### Infos

Swiss  
30 y.o – 03.11.1994  
Chemin de la Pontaise 14, 1018 Lausanne  
+41 78 897 18 13  
borisbouattit@gmail.com

### Languages

French	Mother tongue
English	Fluent (C1)
German	Good skills (B1-B2)

### Softwares & IT

#### MS Office

Powerpoint	Expert
Word	Advanced
Excel	Advanced

#### Adobe Suite & graphic design software

Premiere Pro	Expert
Canva	Expert
Lightroom	Advanced
Indesign	Good knowledge
Photoshop	Good knowledge

#### CMS & Programmation

Typo3	Advanced
Wix	Advanced
Wordpress	Advanced
HTML&CSS	Basic
SQL	Beginner

#### Accounting software

Abacus	Advanced
Winbiz salaire	Beginner

### Interests

Volunteer work at music festivals  
Video editing and production  
Surfing and Snowboarding

### References

Jacky Delapierre – Athletissima CEO  
+41 79 210 24 37

Olivier Delapierre – Former Athletissima COO  
+41 78 802 63 49



Discover my complete portfolio, projects, and case studies on [www.borisbouattit.com](http://www.borisbouattit.com) or by scanning the QR code.

## Police cantonale vaudoise

september 2023  
december 2025



Community manager – Fixed-term contract - 100%

- Managed social media channels with an audience exceeding 150,000 followers, creating over 150 posts and driving engagement across multiple platforms
- Led the 2024 & 2025 police recruitment campaigns, developing targeted content strategies to attract qualified candidates
- Oversaw the complete visual redesign and restructuring of the prevention website [www.votrepolice.ch](http://www.votrepolice.ch), enhancing user experience and accessibility
- Produced photo and video content for internal and external communications, strengthening the organization's visual identity
- Trained and mentored three multimedia specialist apprentices in digital content creation and social media management
- Managed crisis communication and rapid response protocols for sensitive situations across social media platforms
- Developed and presented comprehensive analytics reports to senior leadership, measuring social media performance and campaign ROI

## Athletissima

february 2019  
december 2022



Digital communication manager – 80%

- Managed website operations including UX/UI optimization, digital partner visibility integration, and cross-departmental coordination to enhance user experience and stakeholder engagement
- Oversaw social media strategy and paid advertising campaigns, producing over 300 posts and 140 videos that significantly increased brand awareness and audience engagement
- Designed and executed the comprehensive digital communication strategy, from content planning to production oversight, ensuring consistent messaging across all digital channels
- Led digital activation initiatives for 25+ major sponsors, including UBS, Omega, Romande Energie, Vaudoise Assurance, Swiss Air Lines, World Athletics, Swiss Athletics, Nike, CIO, BMW, Le Gruyère AOP, Migros, and Loterie Romande
- Provided IT support and drove digital transformation initiatives across multiple departments, modernizing internal processes and workflows
- Supervised a team of 10+ volunteers and staff members during Athletissima event week, ensuring seamless execution of digital operations
- Organized press conferences and partner events, facilitating media relations and strengthening sponsor relationships

HEC LAUSANNE

September 2013 – July 2017



Bachelor in management, Lausanne University