



CÉDRIC PRISCO

27 years old, CH - 1196

MARKETING & INNOVATION

Self-starter, quick-witted, & passionate, with a pragmatic and business-oriented approach. Motivated by collaboration and smart risk-taking.

Enthusiastic and self-taught, with advanced knowledge in web development, digital and design.

Entrepreneur, innovator and producer.

EXPERIENCES

FEB. 2021 - JULY 2022

TYXIT SA
[Yverdon-les-Bains]

DIGITAL MARKETING MANAGER

Product development, web, design, business plan, marketing and communication strategy in a technology startup working in audio

OCT. 2018 - JULY 2019

University Hospitals of Geneva (HUG)
[Genève]

CIVIL SERVICE

Administrative activities, project management and admissions in the Department of Internal Medicine

SEPT. 2016 - JULY 2018

Alive Event
[Yverdon-les-Bains]

FOUNDER & CEO

In parallel of studies, creation and development of an innovative digital startup for musical events, accelerated by Innosuisse, HEIG-VD and Venturelab

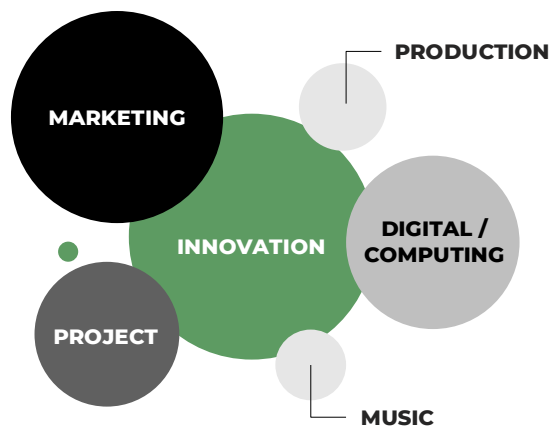
AUG. 2014 - JULY 2015

Orange Communications SA / Salt Mobile SA
[Renens]

MPC TRAINEE

Marketing, communication and project management activities within the "Brand & Marketing Communications" department

CORE SKILLS



Innovation, product and service development
Marketing, strategy, business plan and communication
Office automation, design and web development



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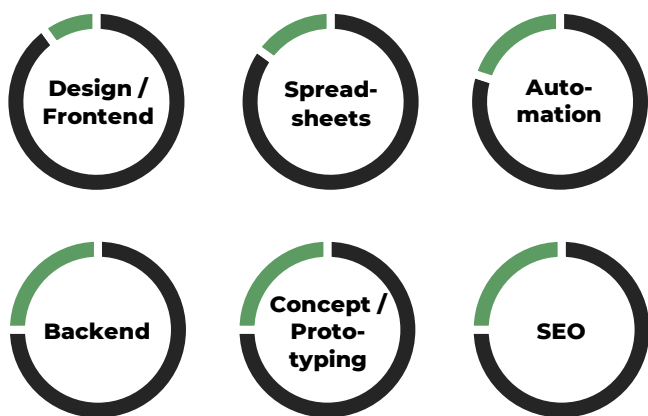
linkedin.com/in/cedric-prisco

cedricprisco.com

[DIPLOMAS]

- JUNE 2021** ● **M.SC. IN INNOVATION**
 Innokick [Renens]
 Master of Science in Integrated Innovation for Product and Service Development
Certificate International Business Plan (InnoHackathon)
- SEPT. 2018** ● **B.SC. IN BUSINESS ECONOMICS**
 HEIG-VD [Yverdon-les-Bains]
 Bachelor of Science in Business Economics, Management and Finance
Certificate start-up Business Creation (Innosuisse)
Certificate start-up Business Concept (Innosuisse)
Certificate of the course International Innovation Management
Certificate of the course International Economics
- JULY 2015** ● **MPC & CFC**
 Gymnase of Nyon
 Professional Commercial Maturity & Federal Certificate of Capacity

[DIGITAL & OFFICE AUTOMATION]



Microsoft Office | Adobe Cloud | Web Development



Development of many websites: Project management platform, application prototypes, artist's web page, dynamic website for an interior designer, ticketing website and event interaction... Links available on my website: cedricprisco.com

[PROJECTS]

Always looking for new innovative and entrepreneurial projects

TWO MINDS & LATITUDE PROJECT

Two years of personal projects, development of innovative concepts, marketing strategy and project management related to my artistic activity and recent launch of a new concept with a musical association

MASTER THESIS AND PROJECTS

Six-month project for **TYXIT**, market study, business plan, prototyping and product development - **One-year** project with **LNS**, innovation according to a problem

BACHELOR THESIS

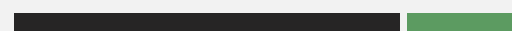
Six-month project with **HARDAH**, development of marketing strategy for the launch of a new social network

[LANGUAGES]

FRENCH (Mother tongue)



ENGLISH (C1 – Advanced prof. practice)



GERMAN (B2 – Good knowledge)



[HOBBIES & VOLUNTEERING]

Volunteer and webmaster in the association Action Swiss Sierra Leone (ASSL)
 Passionate about combining my passion for **music** and business



Production



Piano, synthesizers



Mixing