

HANNA SOKOLNICKA

AI-Augmented Brand & Marketing Strategist

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PROFILE

Marketing operations professional with 9+ years' experience leading cross-functional go-to-market (GTM) readiness, vendor and budget management, and programme management for consumer-facing brand and product launches, including as Global Head of Brand Development at Bavvic, a global consumer brand. Has owned CHF 2M+ annual production budgets, standardized briefing and workflow processes to cut turnaround time, and coordinated Product, Marketing, Retail, Communications and external agency stakeholders across complex, multi-market launches, including two full-scale fintech platform GTM launches and a new product line rollout. Comfortable building structure and accountability into ambiguous, fast-moving environments, managing supplier contracts, invoicing and delivery timelines end to end.



SUMMARY

- Go-to-market operations: led go-to-market marketing for two fintech platform launches and a premium new product line launch, coordinating internal teams, external creative partners and technology stakeholders under tight deadlines
- Vendor and budget management: owned vendor management, supplier contracts, invoicing and payment follow-up for creative production, with budgets up to CHF 2M and EUR 6M tracked against KPI and ROI targets
- Process and workflow design: established standardized creative production workflows and briefing templates, reducing turnaround time and keeping output consistent across markets and channels
- Cross-functional stakeholder coordination: aligned Marketing, Digital, Social Media, Retail, Visual Merchandising and Communications teams, plus external agencies, on shared timelines and deliverables
- B2B sell-in and commercial readiness: developed B2B sell-in tools and partner-facing sales materials to support commercial briefings and retail partnerships

PROFESSIONAL EXPERIENCE

Senior Marketing Manager

Rush Agency (Marketing Agency) | Rapperswil, Switzerland | July 2025 – Present

- Owns end-to-end production and delivery of integrated marketing campaigns for Swiss retail and technology clients, managing a CHF 2M annual production budget
- Tracks production timelines and budgets against KPI and ROI targets, reporting regularly to senior stakeholders
- Serves as the central link between client, product and agency teams, aligning creative direction with operational execution across all channels
- Manages supplier invoicing, contract preparation and payment follow-up for external production partners
- Manages a premium client portfolio, among them Appenzeller Huus (luxury hospitality/wellness), providing creative direction for a new product line launch

Global Head of Brand Development & Project Manager

Bavvic (Global Consumer Brand) | Zurich, Switzerland | January 2024 – March 2025

- Go-to-market (GTM) operations for a global consumer brand: led go-to-market marketing for two fintech platform launches and a premium new product line launch, coordinating internal teams, external creative partners and technology stakeholders under tight deadlines
- Owned vendor management, supplier contracts and budget oversight for creative production, covering invoicing and payment follow-up
- Coordinated cross-functionally with Marketing, Digital, Social Media, Retail, Visual Merchandising

- and Communications to align content strategy and execution
- Established standardized creative production workflows and briefing templates, reducing turnaround time and keeping output consistent across markets and channels
- Delivered measurable outcomes, among them 30% brand recognition growth, a Times Square (New York) campaign activation and international press coverage
- Developed B2B sell-in tools and partner-facing sales materials, and secured a retail partnership with Harrods
- Produced video ad spots for Bavvic and partner brands using CapCut to support campaign and social content delivery

Senior Head of Marketing

Artbanx / Arkefi (Fintech) | Zurich, Switzerland | September 2021 – December 2023

- Led and managed a 30+ person cross-functional team (sales, design, development, marketing) across multiple markets, structuring marketing and production workflows from the ground up
- Directed go-to-market marketing for two fintech platform launches, coordinating internal teams, external creative partners and technology stakeholders under tight timelines
- Wrote and managed CRM email content and lifecycle campaigns to support fintech platform launches
- Produced video PR content explaining the platform concept to support the go-to-market launches
- Managed crisis communications and cross-functional response in a regulated environment, maintaining consistency and brand integrity under pressure
- Mentored and coached managers toward a consultative, accountable way of working, moving teams from execution to strategic partnership with internal stakeholders

Project Marketing Manager - International Wealth Management

Credit Suisse (Finance) | Zurich, Switzerland | February 2016 – February 2020

- Managed a EUR 6M+ multi-market marketing and content campaign in partnership with Forbes and Ringier Axel Springer, overseeing agency relationships, contract administration, budget and delivery timelines end to end; the campaign also carried a brand sponsorship with the Bolshoi Theatre (Moscow)
- Conceived and delivered the High-Tech Innovation Forum, a flagship UHNWI client event in Tel Aviv, owning event branding and guest experience end to end (flyers, event microsite, agenda, venue look and feel), alongside organizing international speakers and premium on-site production
- Led the Forbes Diamonds Series campaign, managing PR coverage and content agencies producing sponsored articles published in Forbes
- Wrote scripts and worked with professional video content production teams on post-event materials, translating flagship events into follow-up video content for stakeholders and press
- Scoped and implemented CRM enhancements and reporting dashboards in collaboration with IT, improving process visibility and delivery efficiency; wrote and coordinated CRM email content for client campaigns across CEE markets
- Coordinated cross-functional delivery across legal, compliance, operations and external production agencies for complex, multi-market marketing programmes
- Acted as strategic partner to senior leadership and business development, turning relationship manager needs into structured marketing and content programmes

EDUCATION

MBA Summer Program | Tsinghua University School of Economics and Management, Beijing, China

Master of Science in Management | University College London (UCL), London, United Kingdom

Bachelor of Science (BSc) in Medical Science | Poznan University of Medical Sciences, Poznan, Poland

CERTIFICATIONS

Harvard Online Academy, Adaptive Leadership: Practical Strategies for Change, Enrolled

AI-Powered Performance Ads Certification, Google, 2025

Mastering AI Marketing, Maven Course, California, 2024

Google Analytics GA4 Certified, 2026

AI Search Understanding and Tracking Visibility, SE Ranking, 2026

LANGUAGES

English - Fluent | German - Professional | Polish - Native

TOOLS

Adobe Creative Suite | Figma | Canva | CapCut | Jira | Monday.com | Trello | Notion | HubSpot | Asana | Salesforce | SAP |

Google Analytics/GA4 | Looker Studio | Microsoft Office 365 | Google Workspace | Linear | Miro | Front | Teams

AI TOOLS & SKILLS

ChatGPT Professional | Midjourney | Microsoft Copilot | Runway | Google AI Studio | Anthropic Claude | Perplexity |

Synthesia | Google AI-Powered Performance Ads (Certified) | AI Marketing Strategy, Maven (Certified) | AI Search Visibility

& Tracking, SE Ranking (Certified) | GA4 & Looker Studio AI-assisted reporting