



NICO BIGLER

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PROFILE

Communications specialist and brand manager with hands-on experience across private banking, agency, and public administration — always with full ownership, from strategy to delivery. At Privatbank Bergos AG, I established a complete Brand Center with CI/CD governance, anchoring brand consistency across all divisions. At Kantonsärztlicher Dienst Kanton Bern, I held end-to-end ownership of a canton-wide public health campaign. I translate complex content into clear messages, implement AI-assisted workflows for measurable efficiency gains, and deliver communications projects independently across print, digital, and events.

WORK EXPERIENCE

Private Bank Bergos AG, Zurich

04/2025 – 12/2025

Communications Specialist & Brand Manager

- Built Brand Center from scratch: developed brand guidelines, established CI/CD governance model with divisional owners, and created a centralised SharePoint asset library. (+90% brand conformity, -30-40% search time, +40% utilisation across all touchpoints)
- Developed and managed cross-channel communications strategy across LinkedIn, Instagram, Website and Newsletter and Events. (3.2% engagement rate, +15% qualified decision-maker followers)
- Owned visual and editorial execution of integrated marketing campaigns for HNWI audiences: produced print and digital assets (magazines, brochures, LinkedIn, print advertising); served as single point of contact for all brand-related queries across business units, ensuring consistency across all client-facing touchpoints.
- Managed website and CMS (WordPress): independently responsible for SEO copy, podcast publications, and document management; coordinated website redesign with agencies and internal departments.

socialdesign ag, Bern

07/2024 – 03/2025

Communications Manager & Project Coordinator

- Conceived and communicated a specialist seminar with the University of St. Gallen: independently responsible for invitation design, web presence, and LinkedIn.
- Developed cross-channel campaigns (web, newsletter, LinkedIn) and independently managed event communications for a specialist seminar with the University of St. Gallen. (Engagement rate increased to 1.8%.)
- Developed AI-assisted workflows for proposal creation; trained teams in productive AI use. (75-85% efficiency gain, output from 2 to 5 proposals per unit.)

Cantonal Medical Service, Bern

11/2020 – 04/2024

Senior Communications & Digitalisation Officer

- Led and digitalised the cantonal HPV vaccination programme: created all communication materials (letters, flyers, web content) for seven target groups; supported other cantons (BL, ZH, LU) in digitalising their programmes.
- Helped shape the State Chancellor's AI@BE core group; developed implementation strategies for AI in healthcare administration; shared responsibility for the GIS's online editorial team and intranet presence.
- Managed stakeholder communication and negotiated 22 service contracts, coordinated annual budget of CHF 8-12M; prepared decision-making documents and press releases for the Cantonal Medical Officer.

EDUCATION

HWZ University of Applied Sciences in Business Administration, Zurich

09/2021 – 09/2025

B.Sc. Business Communications

- Best Bachelor Thesis of the 2025 cohort, grade 6.0.

École Supérieure de Commerce, La Neuveville

2015 – 2019

Federal Vocational Baccalaureate (Commerce)

Swiss Federal Railways (SBB), Bern

08/2018 – 07/2019

Internship, Management Support

SKILLS

Languages

German (native), English (C1), French (B2)

Design and Content

PowerPoint (Expert), InDesign, Adobe Photoshop, Canva,

Analytics & Collaboration

WordPress, JaxForms, Google Analytics, LinkedIn Analytics, Meta Business Suite

Project Management

Microsoft 365, Vertec, Microsoft Planner, Jira

AI-Tools

Claude, ChatGPT, Gemini, Higgsfield AI, Notion