








NIKOS BÜHLER

Marketing & Communications Leader

Brand Strategy • Experiential Marketing • Integrated Campaigns

Marketing and Communications Leader with over 18 years of experience in brand development, live and event marketing, and integrated communications within the Swiss market. Specialised in brand positioning, impactful marketing campaigns and experience-driven marketing formats.

Contact

-  02.07.1981
Married
One daughter
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Education

- Online Marketing Manager
2025
- Junior Manager Marketing Events & Sales
2017
- Social Media Marketing
2014
- Assistent Eventmanager
2005
- Commercial Apprenticeship
Federal VET Diploma in Business Administration

Skills

- Brand Strategy ● ● ○
- Digital Marketing Management ● ● ●
- Social Media ● ● ○
- Content & Campaign Management ● ● ○
- Event Marketing ● ● ●
- Adobe Photoshop / Canva ● ● ○
- Microsoft Office ● ● ●
- CMS / Website Management ● ● ○

Work experience

Head of Marketing & Communications Switzerland

Emeria Switzerland Seit 2022

- Co-led and implemented the national rebranding of eight independent companies into a unified one-brand strategy under the Vimova brand, including brand positioning and communication strategy
- Developed and managed the national marketing strategy for the Swiss market
- Planned and executed integrated marketing and communication campaigns
- Positioned the brand across digital channels, including website, social media and PR
- Coordinated and developed marketing materials for over 30 locations across Switzerland
- Managed and coordinated external partners and agencies
- Responsible for marketing budget management

Head of Marketing & Communications

Grand Casino Basel 2014 - 2022

- Responsible for the marketing strategy and brand communication
- Planned and executed marketing campaigns and events
- Managed digital communication channels, including website and social media
- Conceptualised and implemented advertising and marketing materials
- Collaborated with and managed external agencies and media partners
- Oversaw marketing budget planning and allocation
- Contributed to the launch of the online casino "Golden Grand" and to the development of the marketing concept for the "Grand Casino Prilly" project

Marketing & Events Assistant

2012 - 2014

- Support in planning and executing marketing campaigns
- Organisation and coordination of events
- Creation of marketing materials
- Management of social media channels

Event Manager & Animation Coordinator

Smile Productions 2011 - 2012

- Planning and organisation of entertainment and event programmes
- Management and coordination of event teams
- Organisation of events for international guests
- Liaison with hotel management
- Training and supervision of staff in hotels within the destination area

Languages

German



French



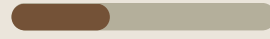
English



Spanish



Italian



Social



Nikos Bühler



niko5.buehler



nikos.buhler

Interests

- Travelling
- Tennis (TC Angenstein)
- Hiking
- Spending time with family
- Culture
- E. E. Zunft zu Weinleuten
- Sperberkollegium

Work experience

Marketing & Events Assistant

Grand Casino Basel

2006 - 2011

- Support in planning and executing marketing campaigns
- Organisation and coordination of events
- Creation of marketing materials
- Management of social media channels
- Lead of marketing projects such as Miss NWS, CSI, and Schupfart Open Air

Reservation Officer

FTI Touristik

2005 - 2006

- Reservation officer at driveFTI and FTI
- Project lead in setting up the BigXtra reservation station in Switzerland

Marketing Advisor (additional mandate)

faceArts GmbH

2008 - 2014

- Consulting and support in marketing and communication