

# CV Alyson Jacqueline Frischknecht

## Personal Data

Surname Frischknecht  
First name Alyson Jacqueline  
E-Mail alyson.frischknecht@gmx.ch  
Nationalities Switzerland, Great Britain



## Education

02/2021 – 04/2023 **University of St.Gallen (HSG), St.Gallen, Switzerland**  
M.A. HSG in Business Management (MUG)

09/2022 – 02/2023 **Nagoya University of Commerce and Business (NUCB), Nagoya, Japan**  
**2022 Global Leader Program**  
Exchange semester at NUCB, whose MBA program ranks first in Japan and among the top 10 in Asia.

09/2021 – 09/2022 **University of St.Gallen (HSG), St.Gallen, Switzerland**  
Certificate in Business Journalism

09/2016 – 11/2020 **University of St.Gallen (HSG), St.Gallen, Switzerland**  
B.A. HSG in Business Administration

08/2012 - 06/2016 **Kantonsschule Romanshorn, Romanshorn, Switzerland**  
Swiss University Entrance Diploma (Matura)

## Experience

01/2024 – today **CARIFY AG, Zürich, Switzerland & remote (Taiwan, Japan)**  
**Marketing & Sales Manager**  
My responsibilities include developing and executing comprehensive PR strategies for CARIFY, as well as initiating marketing initiatives to strengthen brand awareness and customer retention. Simultaneously, I support the BD team in creating content to expand the B2B customer base and foster business partnerships. As the Head of the B2C Sales Team, I develop and implement strategies to increase conversions. Additionally, I am responsible for corporate communication, conducting research, and drafting relevant texts to enhance the company's visibility.

03/2023 – 12/2023 **CARIFY AG, Zürich, Switzerland & remote (Taiwan, Japan)**  
**CARIFY Graduate Entrepreneurship Program (CEP)**  
The CARIFY Entrepreneurship Program (CEP) provided me with the opportunity to join one of Switzerland's fastest-growing companies, where I could leverage my international experience and gain practical insights in a

dynamic, entrepreneurial environment. I spent the first half of the program in the sales team and the second half in the marketing and business development team.

07/2021 – 03/2023

**Red Heights AG, Thalwil, Switzerland & remote (Japan)**

I worked two days a week as a working student fellow at a consulting firm specialized in developing business models.

02/2022

**CH Media, Aarau, Switzerland**

I completed an internship in the business editorial department at CH Media. My responsibilities included conducting research, writing articles, and supporting the team.

05/2020 – 09/2022

**Teas of Eden, Romanshorn, Switzerland**

I co-founded a company that sells organic tea in Switzerland. My main tasks include developing marketing strategies, market research, advertising, SEO, as well as updating the website and social media platforms.

03/2019 – 06/2020

**Weitblick Online Agentur GmbH, St. Gallen, Switzerland**

Working two days a week at a marketing agency allowed me to gain insights into areas such as copywriting, online marketing strategy, Google Ads, SEO, social media, and web design.

08/2015 - 08/2015

**Reach Out Nkokonjeru, Nkokonjeru, Uganda**

During my internship at a local NGO in Uganda, focusing on AIDS prevention, scholarships, and microloans, I gained insights into marketing, fundraising, and branding initiatives.

## **Extracurricular Activities**

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09/2021 – 04/2023

**“Buddy” at the University of St. Gallen (HSG)**

As a point of contact for incoming exchange students, I was responsible for assisting them with integration into a new environment.

09/2018 - today

**Assessment Guide at the University of St. Gallen (HSG)**

As a guide for assessment students, I was responsible for aiding them in integrating into a new environment.

09/2018 – 06/2020

**Mentor at Rock Your Life**

I mentored a secondary school student facing economic and social disadvantages through individualized mentoring regarding career decisions.

09/2019 – 12/2019

**SPITEX St. Gallen Ost**

I spent time with elderly and disabled individuals, providing support in their daily lives, such as going on walks together, assisting with shopping, or cooking meals together.

## Languages

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German	Mother tongue
English	Mother tongue
French	Intermediate B1
Latin	Proficiency Certificate
Japanese	Basic Knowledge
Chinese	Basic Knowledge

## Interests

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History, New Technologies, Economics & Journalism / Media  
Sports, Snowshoeing, Geocaching  
Travel

# DIPLOMA

The University of St.Gallen - School of Management, Economics, Law,  
Social Sciences, International Affairs and Computer Science

certifies that

**Alyson Jacqueline Frischknecht**

born on 16 September 1997

has been awarded the academic degree of

**Master of Arts HSG (M.A. HSG)  
in Business Management**

in accordance with the examination and course regulations of the Master's Level.

St.Gallen, 1 April 2023



Prof. Dr. Bernhard Ehrenzeller  
The President



Hildegard Kölliker, lic.iur.  
Secretary of the Senate



# Certificate

The University of St.Gallen - School of Management, Economics, Law,  
Social Sciences, International Affairs and Computer Science

certifies that

**Alyson Jacqueline Frischknecht**

born on 16 September 1997

has been awarded a certificate in

**Business Journalism**

This is to certify that the above graduate has been awarded this Certificate in Business Journalism Studies after passing the relevant examinations. The certificate is not an academic degree and only becomes legally valid in conjunction with a Master's or Licentiate's degree.

St.Gallen, 20 February 2023



Prof. Dr. Bernhard Ehrenzeller  
The President



Prof. Ph.D. Veronica Vivi Barassi  
Academic Director



June 15th, 2022

Dear Alyson Jacqueline Frischknecht,

Thank you very much for your interest in the Exchange Program between NUCB Business School and University of St.Gallen.

The Office of Admissions has received your application and admitted you to be enrolled at the NUCB Business School as a semester exchange student.

We are pleased to offer you a seat in the 2022 Global Leader Program, from September 2022 to January 2023 at the NUCB Business School.

Again, on behalf of NUCB Business School, thank you for your interest and congratulations to you!

Sincerely,



Kyoko Hayakawa  
Managing Director



NUCB Business School

1-3-1 Nishiki Naka-ku Nagoya-city Aichi-pref. JAPAN 460-0003

☎ 81 52 203 8111 <https://www.nucba.ac.jp/en/>



University of St.Gallen

# DIPLOMA

University of St.Gallen - School of Management, Economics, Law,  
Social Sciences, International Affairs and Computer Science

certifies that

**Alyson Jacqueline Frischknecht**

born on 16 September 1997

has been awarded the academic degree of

**Bachelor of Arts HSG (B.A. HSG)**

**in Business Administration**

in accordance with the examination and course regulations of the Bachelor's Level.

St.Gallen, 10 April 2021

Prof. Dr. Bernhard Ehrenzeller  
The President

Hildegard Kölliker, lic.iur.  
Secretary of the Senate



Zürich, 01.01.2024

## **Excerpt of tasks as a Marketing and Sales Manager at CARIFY**

CARIFY is one of the fastest growing start-ups based in Zurich that aims to revolutionize the future of mobility. We built the biggest Car Subscription Platform in Switzerland within just one year and allow the entire car industry to plug in. Our team is vibrant, young, diverse and dynamic and we strive to continuously innovate and deliver the best service possible.

At CARIFY we want to build something greater - a community who creates more freedom to humans who want to enjoy mobility. A world which is more flexible and fits to the real needs of people. We work together with over 500 garages to fight the standing car surplus on the market, and strive to make this industry more sustainable.

After successfully completing CARIFY's graduate program, Alyson will continue her journey with the company as a Marketing and Sales Manager. In this role, she will oversee a range of responsibilities, including but not limited to:

- B2C Sales Overview: Leading the B2C Sales Team, identifying potential for more conversions, defining better user flows that generate more conversions. Being accountable for managing the sales team and ensuring the well-being of the employees.
- Collaborate with other teams to align content with sales and company objectives.
- PR Strategy for CARIFY and ensure consistency in brand voice and messaging across all content channels.
- Coordinate and strategize marketing events tailored for our clientele, such as fairs and exhibitions.
- Develop comprehensive marketing and advertising strategies, engage potential marketing partners, and orchestrate collaborative initiatives.
- Develop and execute marketing strategies to drive brand awareness and customer engagement.
- Coordinate the creation of blog posts, articles, videos, and social media content and monitor and analyze content performance using analytics tools to make data-driven decisions.
- Conduct market research to identify target audience needs, preferences, and trends in the car subscription industry.
- Oversee and launch marketing campaigns, newsletters, and drip campaigns to nurture leads and retain customers.
- Support Supply team in generating attractive and engaging content for dealerships (both partners and prospects)
- Support BD Team in creating content for B2B customer base expansion & business partnerships.



Zürich, 15.09.2023

## **Intermediary Work Certificate**

Alyson Frischknecht, born on 16.09.1997, entered CARIFY's employment on the 1st of March 2023 as a Graduate Trainee based in Zürich as well as remotely. We are establishing this intermediary work certificate on Alyson's request.

CARIFY's Graduate Trainee Program is split between 2 roles : 6 months in the Operations Team and 6 months in the Growth Team. Alyson has now successfully completed the first rotation of her Graduate Trainee Program. In the Operations team, Alyson had the B2C Sales role which had the following responsibilities:

- Solely managing all prospects in German and English through phone, email, forms and live chat channels
- Upselling high-margin products to existing customers
- Driving outbound B2C Sales strategies by testing and implementing new sources, scripts and sales strategies
- Solving cases of car not available in order to retain customers and keep their satisfaction intact
- Coordinating, negotiating and handling relationship with car dealers all over Switzerland, ensuring a smooth and fruitful partnership
- Training new team members and improving standard operating procedures on a continuous basis
- Providing feedback to the marketing team and the lead generation team on prospect quality, volume and source in order to refine campaigns
- Supporting operations team in ensuring customer satisfaction in any matter necessary

Alyson has established herself as a role model of professionalism, reliability and autonomy. She immediately took full ownership of her tasks and showed initiative to improve her field of work. Alyson is focused and a fast-learner, delivering more than her objectives in an efficient and straight-to-the-point way. She puts the interest of the company first and collaborates extremely well. Alyson always showed care towards our customers and dealers and went above and beyond to find suitable solutions in case of conflict or dissatisfaction.

Alyson has become an invaluable team member to CARIFY and we are delighted to have her continue her work in her second rotation within our Growth Team.



Sergio Studer and Raffael Fiechter  
**CARIFY Co-Founders**

Thalwil, February 28<sup>th</sup>, 2023

## Reference Letter

Ms. Alyson Frischknecht, born September 16, 1997, has been member of the Red Heights Crew as Fellow from July 1, 2021 to February, 28<sup>th</sup>, 2023.

Red Heights is the innovative consultancy for responsible growth. We empower medium-sized and large companies to find and implement their individual growth DNA. Our consulting services include the empowerment of decision-makers with the will to shape, the development of products and business models, the value-centric alignment of the organization, and the use of technology and data as a scaling tool.

Ms. Frischknecht had the following main tasks:

### Consulting

- Independent work and assistance on client projects in the context of strategy creation and implementation, for example in the areas of sustainability and responsible growth
- Assistance in the preparation of client workshops
- Creation of PowerPoint slide decks for internal as well as external use
- Support in concept development & idea generation

### Marketing

- Creation of social media posts (LinkedIn, Instagram, Facebook) and maintaining the online presences
- Support in the conception, implementation and optimization of Google Ads and LinkedIn Ads campaigns and extensive keyword research
- Analysis and report of the online marketing activities of Red Heights
- Content adjustments on the WordPress website of Red Heights
- Transcription and curation of Interviews and publication on the website

Ms. Frischknecht was convincing due to her expertise in her field. She possessed comprehensive technical and industry-specific knowledge as well as a broad background of experience. She applied her knowledge optimally even to very demanding and complex tasks and exceeded our expectations.

Both qualitatively and quantitatively, she performed very well, always meeting our high requirements. Ms. Frischknecht's performance was characterized by extremely high efficiency. She used available resources optimally and always completed her assignments on time.

Thanks to her distinctive analytical skills and her strongly networked way of thinking, Ms. Frischknecht grasped new situations, challenging contents as well as complex contexts quickly and completely and drew forward-looking as well as implementable conclusions from them.

We valued Ms. Frischknecht as an extremely conscientious personality with an exceptionally high level of commitment. She took responsibility at all times, acted extremely independently, showed great initiative and was exceptionally committed to her area. She responded to customers' needs with the highest priority and in the interests of the company. She took their concerns seriously at all times. In addition, she developed creative and at the same time feasible ideas for improvements and contributed decisively to their implementation. Being able to work in an agile environment was a significant incentive for Ms. Frischknecht. She was extremely open, flexible, valued change as an opportunity and made a significant contribution to it.

Ms. Frischknecht always expressed herself clearly, precisely and understandably and appeared convincing. She presented topics in a structured and systematic manner, argued stringently and made herself heard to her interlocutors. Ms. Frischknecht was exceptionally team-oriented. She valued cooperation with others very much, actively contributed and always acted in a supportive as well as integrating manner. She did not avoid conflicts but solved them proactively and constructively at all times. Ms. Frischknecht appeared confident, natural and very secure. Thanks to her excellent manners and her professional, polite and courteous manner, she was able to win others over quickly.

We would like to thank her for her dedicated work and wish her all the best and much success for both her professional and private future.



Red Heights AG

Uwe Klötzner  
Entrepreneur

# Arbeitsbestätigung

**Alyson Frischknecht**

geboren am 16. September 1997, von Schwellbrunn AR

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Im Rahmen der Wirtschaftsjournalismus-Ausbildung (LWJ) absolvierte Alyson Frischknecht vom 31. Januar bis 18. Februar 2022 ein Praktikum in der Wirtschaftsredaktion von CH Media in Aarau.

Alyson Frischknecht hat im Wesentlichen folgende Aufgaben erledigt:

- Sie hat recherchiert.
- Sie hat - in Zusammenarbeit mit uns, aber auch eigenständig - Artikel geschrieben.
- Sie hat mitgeholfen bei den täglichen Redaktionsarbeiten.

Bei all diesen Aufgaben hat Alyson Frischknecht eine schnelle Auffassungsgabe bewiesen. Sie war interessiert, engagiert und motiviert, und wir haben ihre offene, kollegiale Art sehr geschätzt.

Alyson Frischknecht verlässt uns per 18. Februar 2022 nach Beendigung ihres Praktikums. Wir danken ihr für ihr Engagement und wünschen ihr für die Zukunft alles Gute.

CH Regionalmedien AG



Florence Vuichard  
Ressortleiterin Wirtschaft



Corinne Gerber  
HR Manager

Bern, 18. März 2022

Please find enclosed the English translation of my reference letter from CH Media:

As part of the business journalism certificate training (LWJ), Alyson Frischknecht completed an internship in the business editorial department of CH Media from January 31st to February 18th, 2022 in Aarau.

Alyson Frischknecht primarily undertook the following tasks:

- She conducted research.
- She wrote articles - both in collaboration with us and independently.
- She assisted with the daily editorial tasks.

Throughout these tasks, Alyson Frischknecht demonstrated a quick grasp of concepts. She was interested, committed, and motivated, and we greatly appreciated her open, collegial nature.

Alyson Frischknecht will be leaving us as of February 18, 2022, upon completion of her internship. We thank her for her dedication and wish her all the best for the future.

The articles of Alyson Frischknecht can be found here:

<https://www.aargauerzeitung.ch/suche?q=alyson%20frischknecht>

Alyson Frischknecht  
Carl-Spitteler-Strasse 9  
8590 Romanshorn  
Switzerland

Romanshorn, 07.12.2021

### Letter of Reference

With this letter of reference, I confirm that Alyson Frischknecht is working for Teas of Eden as **Business Development and Marketing Manager**. Her contract started on March 1, 2020.

Ms. Frischknecht is responsible for the following functions and projects at Teas of Eden:

- Strategic planning and development of an action plan for expanding the sales network to include the regions of Germany and Austria in cooperation with external consulting partners;
- Development of ideas for opening up to new markets in further regions in Switzerland and Germany, as well as analysing the sales potential thereof;
- Creation of marketing plans for each market;
- Collaboration and negotiation with existing and potential business partners.

Ms. Frischknecht is a very ambitious employee who always follows up on the goals agreed upon. She is an enduring employee who meets and exceeds expectations even when under pressure. She proved to have proficient negotiation skills in the English language.

Ms. Frischknecht performs her tasks in a competent, flexible, and team-oriented manner at all times. Her behaviour towards colleagues and clients is always cooperative and exemplary.

A handwritten signature in black ink, appearing to read 'M. Bachmann', is shown on a light background.

Mario Bachmann  
Managing Director

Alyson Frischknecht  
Carl-Spittelerstrasse 9  
8590 Romanshorn

St. Gallen, 29. Mai 2019

## ARBEITSZEUGNIS

Hiermit bestätigen wir, dass Alyson Frischknecht, geboren am 16.09.1997, bei der Weitblick Online Agentur GmbH vom 1. März 2019 bis zum 31. Mai 2020 als Marketing Praktikantin (40%) gearbeitet hat.

Die Weitblick Online Agentur GmbH entwickelt digitale Kommunikationskonzepte und gestaltet digitale Berührungspunkte zwischen Unternehmen und ihren Kunden mittels Webdesign sowie verschiedener Online & Social Media Marketing Massnahmen. Die inhabergeführte Agentur hat ein breites Kundesegment aus verschiedenen Branchen und betreut Unternehmen in der gesamten Deutschschweiz.

Frau Frischknecht war im Rahmen Ihrer Tätigkeit mit folgenden Aufgaben betraut:

- ▶ Verfassen von Blog-Beiträgen im Themenbereich Online Marketing, Kundenakquise und Social Media Marketing und Erstellung von grafischen Elementen in Canva
- ▶ Konzeption und Erstellung von Broschüren und E-Books in Canva, Word und Powerpoint
- ▶ Koordination von Werbemassnahmen für Blogs & E-Books auf diversen sozialen Medien
- ▶ Konzeption und Umsetzung einer mehrstufigen Newsletter Automation
- ▶ Grafische und inhaltliche Anpassungen an Wordpress-Webseiten der Agentur
- ▶ Selbstständige Arbeit und Mithilfe bei Kundenprojekten für Strategie, Kreation und Umsetzung, u.a. in den Bereichen Social Media, Webdesign und Newsletter
- ▶ Unterstützung bei der Konzeption, Umsetzung und Optimierung von Google Ad Kampagnen sowie Keywordrecherche
- ▶ Teilnahme an internen Meetings & Brainstormings für die Konzeptentwicklung & Ideengenerierung

Frau Frischknecht verfügt über sehr gute organisatorische Fähigkeiten sowie vielseitige Marketingkenntnisse und zeichnete sich insbesondere durch ihre selbstständige und äusserst präzise Arbeitsweise aus. Sie arbeitet strukturiert und nutzt vorhandene Projektmanagement- und Kommunikations-Tools zielführend. Sie arbeitete sich rasch und eigenständig in



verwendete Programme ein. Frau Frischknecht fiel immer wieder durch ihre gut recherchierten und geschriebenen Blogbeiträge und E-Books auf, bei denen sie ihr gesamtes Marketing-Wissen einzusetzen wusste. Sie war auch jederzeit in der Lage, Ideen in konkrete Massnahmen zu überführen und diese inhaltlich und grafisch umzusetzen. Frau Frischknecht ist schreibgewandt und arbeitet sehr genau, weshalb sie sowohl intern als auch bei Kundenprojekten Verantwortung übernehmen konnte. Auch ihre Arbeitsergebnisse waren immer konzeptionell durchdacht und von ausgezeichneter Qualität.

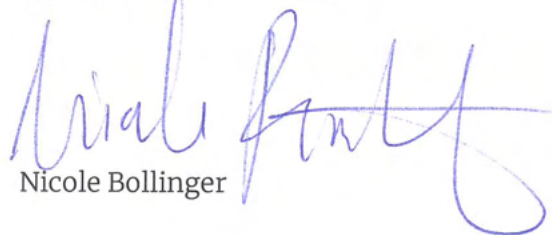
Ihr Verhalten gegenüber Kunden, Vorgesetzten und Mitarbeitern war jederzeit einwandfrei, freundlich und zuvorkommend. Im Team hat sich Frau Frischknecht zu einem wertvollen Mitglied entwickelt. Sie wurde vor allem für ihre offene und freundliche Art und ihre Hilfsbereitschaft geschätzt.

Frau Frischknecht verlässt uns nach Ablauf des Arbeitsvertrags – dieser wurde bis Ende Semester verlängert – um ihre Bachelorarbeit zu schreiben und um Erfahrung in einer anderen Branche zu sammeln. Wir danken Frau Frischknecht für ihre wertvolle Mitarbeit. Wir wünschen ihr für ihre private und berufliche Zukunft alles Gute, viel Glück und weiterhin viel Erfolg.

*Partner & Managing Director*

  
Marcial Bollinger

*Partner & Creative Director*

  
Nicole Bollinger



Please find enclosed the English translation of my reference letter from Weitblick Online Agentur GmbH:

We hereby confirm that Alyson Frischknecht, born on September 16, 1997, worked at Weitblick Online Agentur GmbH as a Marketing Intern (40%) from March 1, 2019, to May 31, 2020.

Weitblick Online Agentur GmbH specializes in developing digital communication concepts and creating digital touchpoints between companies and their customers through web design, as well as various online and social media marketing measures. The owner-managed agency has a broad client base from various industries and serves companies throughout German-speaking Switzerland.

During her tenure, Ms. Frischknecht was entrusted with the following tasks:

- Writing blog posts on topics related to online marketing, customer acquisition, and social media marketing, and creating graphic elements in Canva.
- Conceiving and creating brochures and e-books in Canva, Word, and PowerPoint, coordinating advertising measures for blogs & e-books on various social media platforms.
- Conceiving and implementing a multi-stage newsletter automation.
- Making graphic and content adjustments to the agency's WordPress websites.
- Working independently and assisting with client projects for strategy, creation, and implementation, including in the areas of social media, web design, and newsletters.
- Assisting in the conception, implementation, and optimization of Google Ad campaigns, as well as keyword research.
- Participating in internal meetings & brainstorming sessions for concept development & idea generation.

Ms. Frischknecht possesses excellent organizational skills and versatile marketing knowledge, demonstrating a particularly independent and extremely precise work ethic. She works in a structured manner and effectively utilizes existing project management and communication tools. She quickly and independently familiarized herself with the programs used. Ms. Frischknecht consistently stood out with well-researched and well-written blog posts and e-books, where she applied her entire marketing knowledge. She was also always able to translate ideas into concrete actions and implement them both in terms of content and graphics. Ms. Frischknecht is articulate and works very precisely, which is why she was able to take on responsibility both internally and in client projects. Her work results were always conceptually well thought out and of excellent quality.

Her behavior towards customers, superiors, and colleagues was always impeccable, friendly, and courteous. In the team, Ms. Frischknecht has become a valuable member, particularly appreciated for her open and friendly nature and her helpfulness.

Ms. Frischknecht will leave us after the expiration of the employment contract - which was extended until the end of the semester - to write her bachelor's thesis and gain experience in another industry. We thank Ms. Frischknecht for her valuable cooperation. We wish her all the best for her personal and professional future, much happiness, and continued success.