

MINO Pierre-Yves

Graphic & Digital Jedi



Pierre-Yves MINO
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Born on 06/01/1974, Geneva
Nationality: Swiss
www.minocreation.ch



EDUCATION

2017

Diploma Communication & Marketing (SAWI)

2016

Digital Strategy Certificat (CREA)

2015

Formation Javascript/JQuery (Ifage)
Digital Publishing and Ebooks (Kindle, Epub 2 and Epub 3) (Ecampus Pro).

2013 2014

Web Designer Diploma (Ecole club).

2006 -2010

Swiss School Certificate Graphics Designer, (CFC de Polygraphe, Eracom).

1994 -1996

Diploma building technician (BT EC, Argonay).



LANGUAGES SPOKEN

French and Swiss German

Native.

English

- **Intermediate B2** EF School New York (Tarrytown, NY).
- **Language course** for 3 months at EF School New York (2010).
- **English classes** in Wall Street Institute Geneva (6 months, 2011).



HOBBY AND INTEREST

- Sponsoring a child in Togo.
- Volunteer in an association
- Spirituality
- Motorcycle



WORK EXPERIENCE

May 2016 - Today

Marketing & Communication manager at Groupe Gilles Desplanches. Store and graphic design, Digital campaign (Adwords, Facebook ads & Emailing). Websites development. Graphic design. Events organizer.

October 2015 - May 2016

Founder at Minocreation. Graphic Design & Publishing. Growth Hacking. Design thinking & empathy map.

Mars 2015 - October 2015

Graphic Designer (Polygraphe) at the printing company SRO-Kundig. Photo retouching and layout. Digital Publishing, Ebooks (Kindle, Epub2 and Epub3).

January 2012 - February 2015

Graphics Designer and Desktop Publishing Manager at Ouverture Publishing House and printing works Atelier Grand(Lausanne). Direct contact with customers and authors. Projects manager: visual identity, books, brochures, logo, flyers.

October 2006 - January 2012

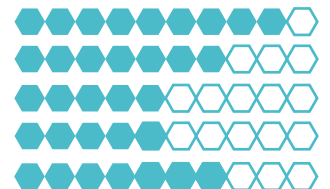
Graphics Designer at Ouverture Publishing House and printing works Atelier Grand. Graphic Design & digital printing.



PROFESSIONAL SKILLS

Computer skills

Photoshop, Illustrator, Indesign and Acrobat
Html5 and CSS3
Php MySql, Javascript
Adobe premiere, AfterEffect
Mailchimp, Sendinblue, Mention, Hootsuite



Graphic design

Visual identity, logo design Typography design.

Marketing Digital

SEM, SEO, SEA. Facebook Ads, Adwords campaign, Emailing (Mailchimp & Sendinblue). Storytelling.

Digital publishing

Digital Publishing Solutions & Ebooks

Print

Excellent knowledge of the printing production process: Digital and offset printing.

Web

Wordpress, Framework Genesis.

Photography

Photoshooting and Photo editing.