# TIBERGHIEN ADRIEN

## Senior MarTech Consultant



## CONTACT DETAILS


- adrien.tiberghien@gmail.com
- Moving to Zurich on 15 November 2026


## PROFESSIONAL PROFILE

Marketing Cloud Consultant with a strong CRM mindset, combining digital strategy, customer engagement and hands-on technical expertise. Passionate about bridging marketing and technology to drive results and generate business impact.

## PREVIOUS EDUCATION

***Federal Diploma of Higher Education in Marketing (National advanced marketing certification (Bachelor's level )*** Crea Lausanne - 2022

***Diploma in Marketing Specialization – CREA Geneva***

Crea Lausanne - 2022 - Graduated with Highest Honours

***BTS International Business ("Commerce International")***

Besançon, France (2015- 2017)

***French "Baccalauréat Scientifique" equivalent of A-levels specializing in sciences and maths***

2015

## LANGUAGE

French (Mother Tongue), English (fluent), German (B1), Swiss German (Good understanding)

## SKILLS AND CERTIFICATIONS

**Skills** : Advanced Analytics, CSS, HTML, Marketing Strategies, Media Marketing Strategy, Paid Search Marketing, Presales, Sales, Salesforce Marketing Cloud, Salesforce Platform, Strategic Thinking, SQL

**Certifications** : Salesforce Certified Marketing Cloud Personalization Accredited Professional, Salesforce Certified AI Associate, Braze Certified Practitioner, Federal Diploma in Marketing, Salesforce Marketing Cloud Developer, Salesforce Certified Marketing Cloud Consultant, Salesforce Marketing Cloud Administrator, Salesforce Certified Marketing Cloud Email Specialist, Facebook Certified Media Planning Professional, Facebook Certified Media Buying Professional, Google Ads Search Certification, W3Schools SQL Certificate

## HOBBIES

Former ski racer – Vice-Champion of the Jura Massif, with 4 years in a sports & study program.
Constantly training in running and triathlon, with completed events like the Paris Marathon and the Lausanne Triathlon -HALF - LE-MAN triathlon 2025 Evian les bains
Passionate about outdoor activities such as hiking, cycling, and sailing.
Interested in technology, digital tools, and how they shape daily life.
Strong value placed on spending time with friends and family.

## EXPERIENCE

***Merkle - Lausanne, Suisse (Feb 2022 - Today)***

***Senior MarTech Consultant (Jul 2026 - Today)***

- Lead consulting projects across the MarTech ecosystem: digital transformation strategies, MarTech roadmaps and hands-on implementation on Salesforce Marketing Cloud and Data 360.
- Advise clients on their digital roadmap, facilitate workshops and act as the bridge between business and technical stakeholders, from requirements engineering to cross-functional delivery.
- Drive AI initiatives (Agentforce, agentic use cases, internal tooling) and contribute as subject matter expert in pitches and business development.
- Key focus: Salesforce Marketing Cloud, Data 360, Agentforce, AI and Automation, Consent Management, CRM and Journey Orchestration.

**MarTech Consultant (Feb 2022 - Jul 2026):**

- Led CRM and email marketing projects for global watchmakers, big pharma companies and retailers, designing scalable Salesforce Marketing Cloud setups for multi-brand accounts.
- Built advanced customer journeys, optimized segmentation and ensured best practices for data, tracking and compliance (GDPR, accessibility).
- Experienced with SFMC Personalization and complex integrations (SFTP, API), boosting engagement, deliverability and revenue.

***Publicis Media - Digital Account Manager***

Lausanne, Suisse (Sept 2021-Jan 2022)

- Developing and presenting digital strategies for local and global clients
- Target definition, audience building and performance forecasting
- Planning campaigns on all digital channels: SEA, display & online video, social media (Facebook, Instagram, Youtube, Snap, TikTok...)
- Campaign management, optimisation, reporting, budget monitoring
- Reporting, analysis of the main KPIs (Traffic, reach, Video views, engagement, Lead-Acquisition) and presentation to the client
- Main accounts : Nestlé, Banque Cantonale de Genève, Chaplin's World
- Participation in prospecting pitches
- Daily work in French and English, occasionally in German
- Current use of planning tools: Google Display Video 360, Google Analytics, Google & Facebook Campaign Manager

***Firstpoint Sàrl - Digital Marketing Manager***

Lausanne, Suisse (July 2018 -August 2021)

- Management of 10-15 Google Ads and Facebook Business Manager accounts per month, across the full customer life-cycle in partnership with Google
- Acquisition of new-logo clients, including Wall Street English, with tailor-made strategies on Google, Facebook and LinkedIn Ads
- Campaign creation on Search, display and shopping networks, reporting vs. objectives with Google Analytics and Data Studio