

Léonard Beine

Digital Marketing • Content Creation • Acquisition

Trilingual FR • DE • EN

PROFILE

Content creator and digital marketer with hands-on experience in video advertising, organic content, branding and client acquisition within a financial sector SME. Comfortable on camera, in storytelling and brand strategy. Results-driven approach focused on continuous optimisation, able to manage multilingual campaigns end to end in full autonomy.

PROFESSIONAL EXPERIENCE

LCF Sàrl – Insurance Brokerage • Rolle Oct. 2025 – Jul. 2026
Marketing & Operations Manager

- Brand and acquisition strategy design (positioning, messaging, angles, segments)
- End-to-end production of multiple Meta Ads video campaigns (scripting, filming, acting, editing, publishing)
- Continuous campaign optimisation: cost per lead reduced by over 75% in six months
- Wide audience reached via multilingual A/B tests FR/DE/EN across multiple segments
- Regular organic content strategy across Instagram, Facebook, YouTube and TikTok
- Design and launch of the agency website (architecture, content, SEO)
- Autonomous ad budget management and performance analysis (Meta Ads Manager)

LCF Sàrl – Insurance Brokerage • Rolle Apr. 2025 – Sep. 2025
Administrative & Operations Assistant • Client file management and outbound prospecting

Yuh – Online Bank • Gland Jan. 2025 – Mar. 2025
Customer Service Agent, Fraud Detection • Temporary role, banking compliance

Loisir.ch / General Media • Lausanne Mar. 2024 – Apr. 2024
Client Coordinator & Community Manager

- Social media account management and German-language content creation

CSS Assurance • Lausanne Mar. 2023 – Dec. 2023
Customer Service Advisor • Over 3,000 cases handled

Handicap International (internship) • Geneva Feb. 2022 – May 2022
Community Manager

- Planning, publishing and community interaction on Facebook, Instagram, X and website updates

EDUCATION

CREA Geneva
Bachelor of Arts, Digital Business Management
Marketing, UX, e-commerce, CRM, branding, analytics
• 2019–2022

HWTK Berlin
Business Administration • 2017–2019
Lycée Français de Berlin
French Baccalaureate (ES) • 2016

SKILLS & LANGUAGES

Skills
Video creation (filming, editing, sound), copywriting
Meta Ads (scripting, targeting, A/B testing), branding
Acquisition strategy, multilingual and organic marketing
Website design and management, HubSpot CRM
Tools: Meta Ads Manager, Canva, Microsoft Office

Languages
French, native
German, native (paternal)
English, fluent (C2)