Sarah Hurter

CAMPAIGN & CREATIVE PRODUCTION LEAD

GLOBAL 360° CAMPAIGNS | LUXURY & LIFESTYLE

Campaigns people connect with, from first idea to final frame.



VIEW PORTFOLIO →

ABOUT ME

You've probably seen work like mine: a watch on an NBA star's wrist, a fragrance in your feed. In six years at Tissot (Swatch Group), I grew from social media to global 360° launches and helped shape the "Focus Forward" rebrand. I bring an eye for the smallest detail, and the structure to take an idea all the way to launch.

WHAT DRIVES ME

I believe stories are what connect people. We scroll past brands that try to influence us, and stop for the ones that make us feel part of something. What I love is building that moment, every step of it.

PERSONAL STRENGTHS

Aesthetic eye: on shoots and CGI, I catch the small details leadership would, so the product stays the hero.

Proactive: when a set-up stops working, I make the case for change and bring leaders with me.

Fact-driven: when a partner falls short, I let the numbers decide, which protects budget and quality.

Calm under pressure: a 4-hour athlete shoot shrank to 1.5 hours, and we still delivered.

FEEDBACK

"Ms. Hurter is a dynamic and reliable collaborator, combining a strong aesthetic sensibility with a deep understanding of the luxury segment. She played a key role in the success of our projects, standing out through her autonomy, and excellent organizational skills."

Manager, Tissot SA (work certificate, 2026)

LANGUAGES

French · native

English · C1

German · B1, B2 by summer 2027

KEY COMPETENCIES

Campaign Development & Creative Direction: turning a launch into a 360° story for watches, fragrance and fashion, from brief to rollout.

Creative Operations & Project Management: running global launches and overseeing six-figure campaign budgets, contracts, timelines and approvals.

Production & Partner Management: getting photographers, directors and CGI studios inside the brand before the first frame, through to final cut.

Go-to-Market & Stakeholder Alignment: turning product, marketing, sales and local markets into one team behind one idea.

Brand Storytelling & Content Strategy: shaping 360° stories that start from social, with clear pillars and a recognisable tone of voice.

KEY ACHIEVEMENTS

Case studies in my portfolio →

Double-digit sales growth in launch week with "Tissot Takes Switzerland" (Seastar, 2024)

Core team member of Tissot's "Focus Forward" rebrand, still the core of the brand book

From months late to months ahead: Tissot campaign delivery after our workflow rebuild, where I helped bring every team along

10,000+ organic Instagram followers in six months at Gisada

EXPERIENCE

Freelance Brand & Content Consultant 04.2026 – today
CTRL Studio · Zürich

- Longevity aesthetics clinic (project-based): designed a referral, influencer and testimonial programme for a facility launch; scouted and approached Swiss influencers and advocates as partners.
- Built a content system (idea bank, scripting, publishing workflow), used weekly to test short-form formats and hooks.

Social Media & Content Manager 09.2025 – 04.2026
Gisada (Swiss Fragrance GmbH) · Winterthur

- Led 3 launches with marketing, design, e-commerce and freelance photographers: Gold, Titanium and the Collection 01 winter fashion line.
- Creative-directed Collection 01, the winter campaign still used on Gisada's website and fashion Instagram.
- Ran mini-campaigns for bestsellers and seasonal moments, with product tags and a Later link-in-bio shop that drove e-shop traffic.
- Shaped the visual language, tone of voice, workflow and newsletters.

TOOLS

Project & admin: Notion, Monday.com, Microsoft 365, SAP (invoicing)

Moodboards & review: Cosmos, Are.na, Eden, Frame.io

Creative: Canva, Photoshop (basic)

Social: Meta Business Suite, Later, Buffer, Hootsuite

AI: Claude, ChatGPT, Grok

Currently learning: Smartsheet, Adobe Workfront

CERTIFICATES

Integrative Nutrition Health Coach, 432h
Institute for Integrative Nutrition (IIN), New York · 2024

Functional Nutrition, 150h (ASCA-recognised)
École TCMA · 2022

ThePowerMBA, online business programme
ThePower Education · 2021–2022

INTERESTS

Strength training: four years, four sessions a week. Like a launch, results come from a plan you follow on the dull days too.

Food & cooking: raised by a cook and a Moroccan mother, I learned that detail and generosity make an experience. Every restaurant is a brand lesson.

Cinema & graphic design: from Twin Peaks to Wes Anderson, whose aesthetic shaped "Tissot Takes Switzerland". I study how a frame, a layout or a colour makes people feel.

PORTFOLIO

Scan to see my campaign case studies

Tissot SA (Swatch Group) · Le Locle 6+ years, 2 promotions

Intl. Creative Content Project Leader 07.2022 – 09.2025

- Owned 15+ international 360° launches across digital, social, retail and POS, from brief to production and rollout.
- Core team member of Tissot's year-long rebrand, led by the VP Marketing: contributed to the manifesto and strategy, and co-developed "Focus Forward" (2023), the campaign behind the brand book still in use.
- Led the go-to-market for each campaign I owned: checked the idea with markets from day one, presented the launch plan to all markets and aligned product, marketing and sales teams up to VP and CEO level.
- Built activation toolkits that let markets worldwide run each global launch locally, within brand standards.
- Directed creative strategy for sponsorship and athlete storytelling with the NBA, WNBA, MotoGP and the Tour de France.
- Oversaw campaign budget follow-up (six-figure budgets per campaign), supplier contracts and invoicing (SAP).
- Built, briefed and managed a roster of freelancers, photographers, videographers, production and CGI agencies, overseeing shoots and post-production.
- Led SRV "Celebrate Every Facet", a social-first campaign of five video capsules made for digital, PR and events, with positive feedback from every market.

Intl. Social Media Coordinator & Assistant 05.2019 – 07.2022

- Ran Tissot's global social channels (Instagram, TikTok, YouTube, X, brand blog) with editorial calendars adapted for key markets across EMEA, APAC and the Americas.
- Ran real-time social coverage and influencer collaborations for global sponsorships including the NBA, MotoGP and the Tour de France.
- Recommended replacing an 8-year agency contract; once approved, brought the content calendar in-house and added a specialised digital ad production agency that sharpened the formats, copy and toolkits local markets used for their digital campaigns. Campaigns shipped ahead of schedule at lower production cost.

INTERNSHIPS

Digital Marketing & Communications Coordinator 09.2017 – 11.2018
RS Partner SA · Neuchâtel

PR & Marketing Assistant 02.2017 – 07.2017
Diesel (OTB Group) · Zürich

EDUCATION

Bachelor's in Digital Marketing & Communication
CREA OMNES Education / Sup de Pub, Geneva · 2014–2017

Federal VET Diploma in Commercial Business & Federal Vocational Baccalaureate
Lycée Jean-Piaget, École Supérieure de Commerce, Neuchâtel · 2011–2014

REFERENCES

Two references from Tissot (VP and manager level) and one agency founder.

Names and contact details on request