



# SERAINA SINANI

## PROJECT MANAGER | MARKETING AND COMMUNICATION

Marketing and communication based education. Many years of experience as a service provider in the industrial sector as a sales representative for the entire Swiss market. Direct responsibility for customer projects in the B2B area.

### CAREER

- 2021 Project Manager of Marketing and Communication INEXTR GmbH
- 2018 – 2020 Field sales, Bucher Hydraulics AG ([bucherhydraulics.com](http://bucherhydraulics.com))
- 2014 – 2018 Internal sales , Bucher Hydraulics AG ([bucherhydraulics.com](http://bucherhydraulics.com))
- 2014 – 2012 Strategic Purchasing, Bucher Hydraulics AG ([bucherhydraulics.com](http://bucherhydraulics.com))
- 2012 – 2011 Sales, Atmoshaus ([atmoshaus.ch](http://atmoshaus.ch))
- 2011 – 2010 Merchandise, Otto's AG ([ottos.ch](http://ottos.ch))
- 2010 – 2008 Sale of furniture, Otto's AG ([ottos.ch](http://ottos.ch))
- 2008 – 2005 Basic training as industrial painter, Pilatus Flugzeugwerke AG ([pilatus-aircraft.com](http://pilatus-aircraft.com))

### DEGREES

- Bachelor of Science Hochschule Luzern/FHZ in Business Administration with Specialisation in Communication and Marketing
- Technical vocational diploma, Luzern

rainia Sinani has many years of sales experience in industry and has in-depth industry-specific technical knowledge. Her marketing and communications studies enable her to apply her knowledge in a wide variety of areas. Her core competencies lie in the targeted creation as well as optimization of sales, marketing and communication strategies. In order to serve as many stakeholders as possible, Seraina Sinani speaks German, English and French.

Seraina Sinani, born in 1987, is married, mother of two children and lives in the Sursee region.